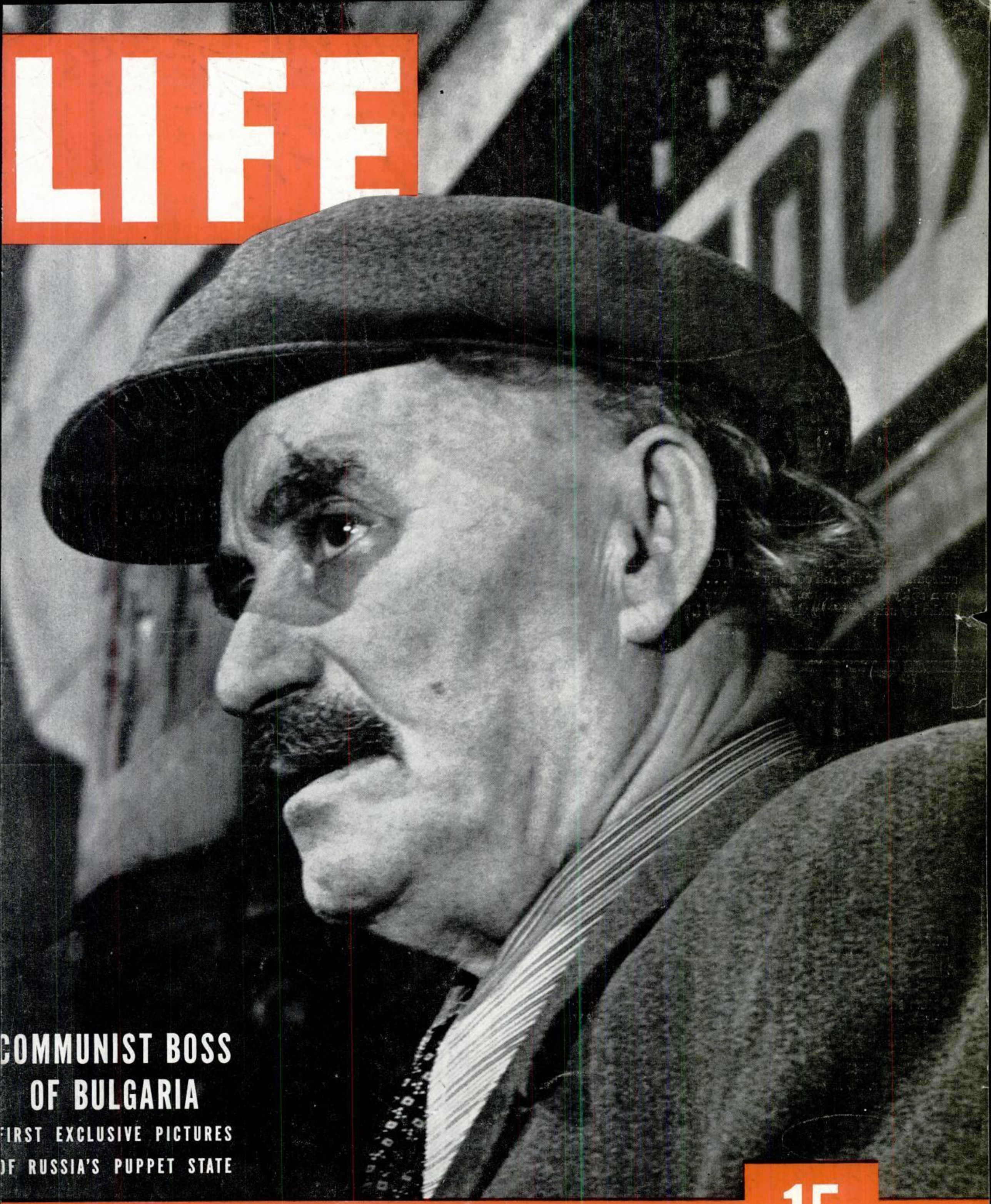
LIFE



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G. U. S. PAT. OFF.
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Cooked the exclusive Deep-Brown* way
Richer in flavor...tender thru and thru!

Never in all your bean-eating days have you enjoyed such rich flavor...such wonderful mealy tenderness! For by Libby's exclusive DEEP BROWN method, each bean is surrounded by the full cooking heat . . . cooked thru and thru. Lavished with Libby's own spicy tomato sauce. Rich in nourishing proteins, too. Think what a hit you'll make by serving piping-hot helpings of Libby's Deep Brown Beans *tonight!*

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RIGHT NOW IT'S STILL AVAILABLE! STOCK UP!

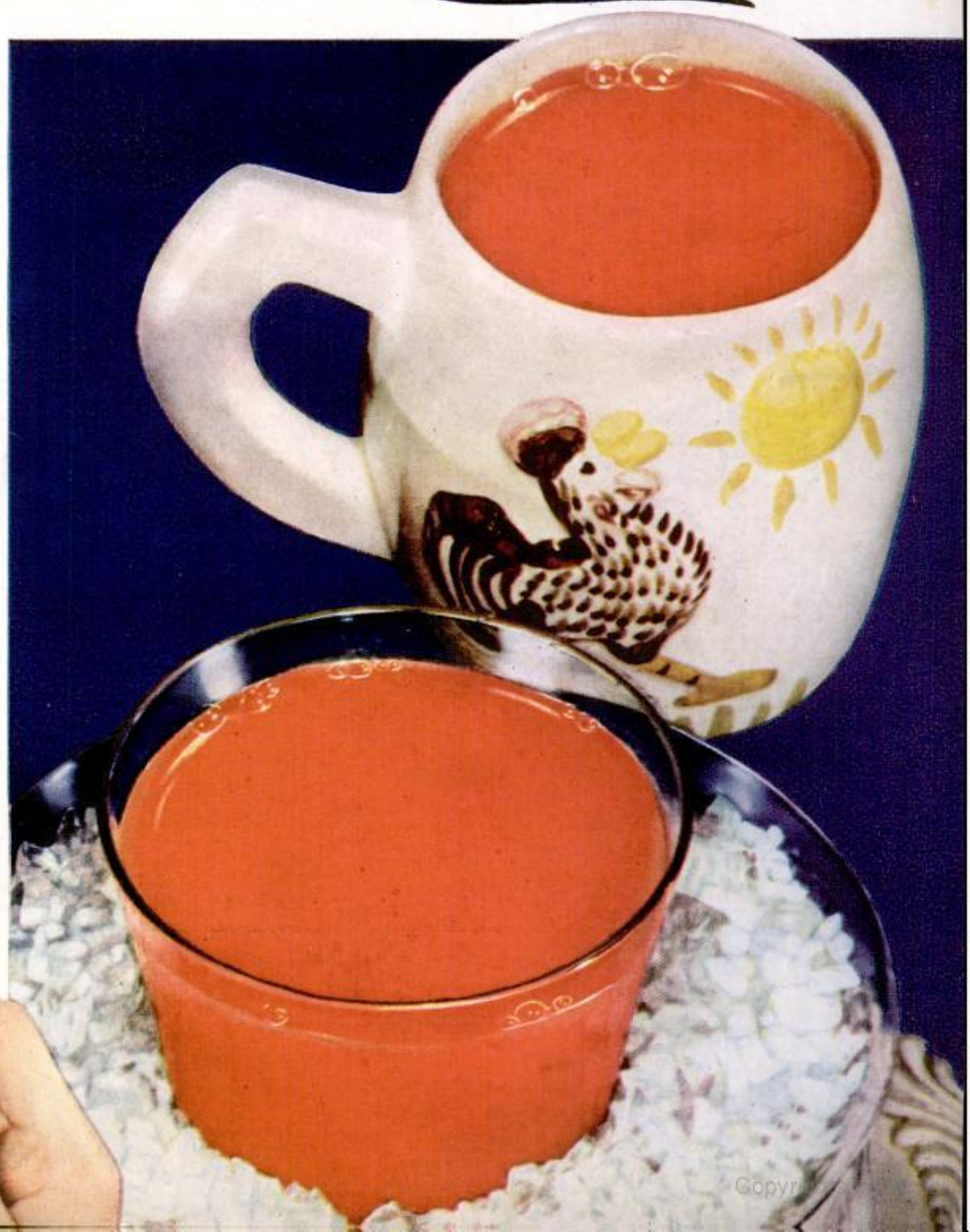
Libby's TWICE-RICH* Tomato Juice

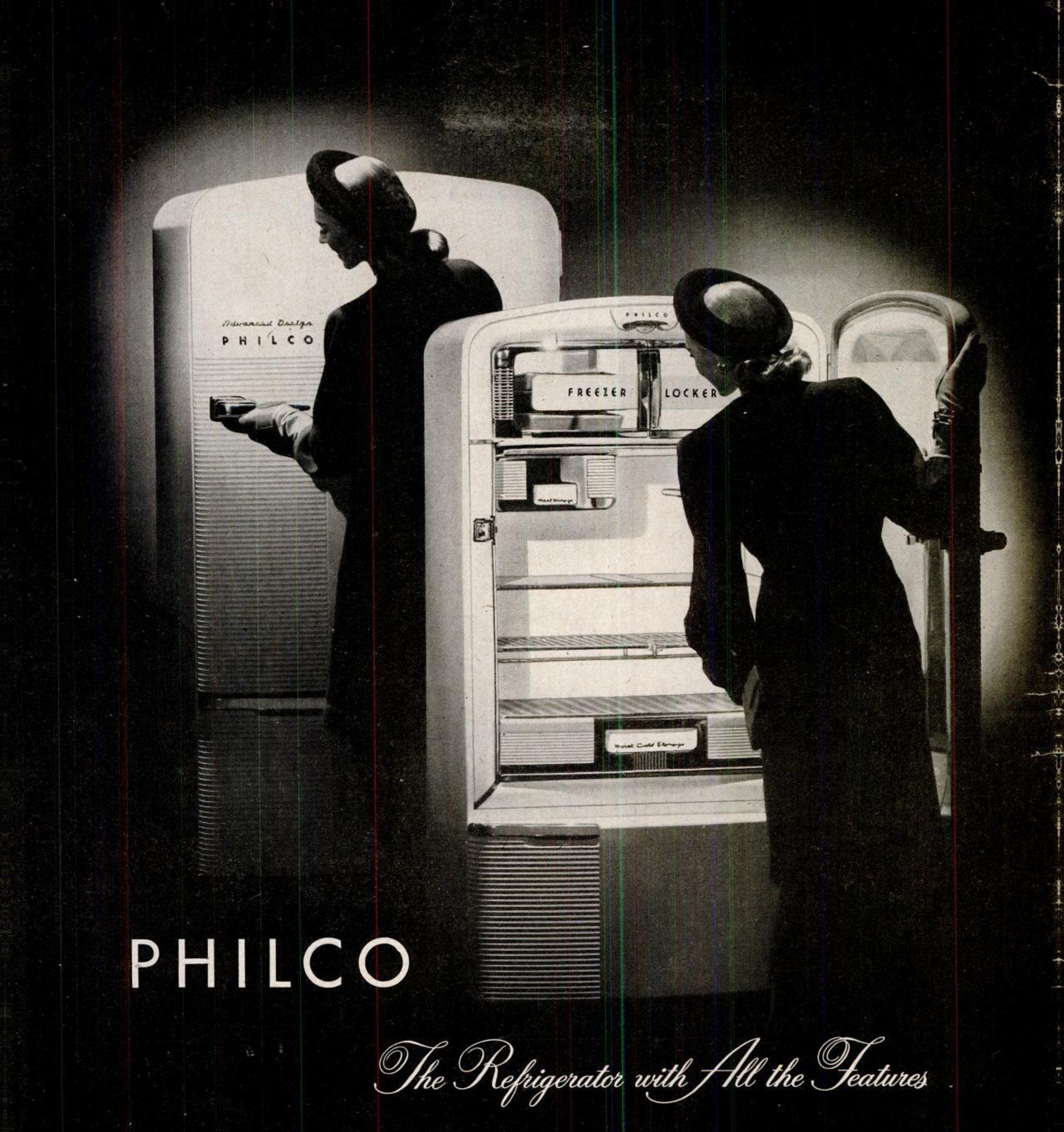
BREAKFAST THRU DINNER it's *'round the clock* refreshment! This sparkling tomato juice that's America's favorite because it's so wonderfully ***RICH IN FLAVOR!** Such full-ripe tomato richness!

And every glass you serve is *good* for the family because Libby's is ***RICH IN VITAMINS.** For instance, a *single* 6-ounce glass provides, on the average, an adult's minimum daily requirement of Vitamin C. And this refreshing drink also offers Vitamins A, B_1 and B_2.

Right now it's wise to stock up on this twice-rich tomato juice. With harvest time a long way off, Libby's might be "hard-to-find" a little later. So lay in a good supply . . . really stock your shelves!

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Built by Philco to give you the most completely equipped refrigerator your money can buy. See what Philco Advanced Design brings you in better service, greater dependability, finer quality and bigger value. Before you buy, see and compare Philco, the refrigerator with all the features!

Three great Philco programs for your listening enjoyment: BING CROSBY, Wednesday night; BURL IVES, Friday night; DON McNEILL and the Breakfast Club, Monday to Friday mornings. Tune in

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FOR THROBBING ROMANCE!



FOR THRILLING ACTION!

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"GREAT EXPECTATIONS"

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and introducing ANTHONY WAGER *and* JEAN SIMMONS

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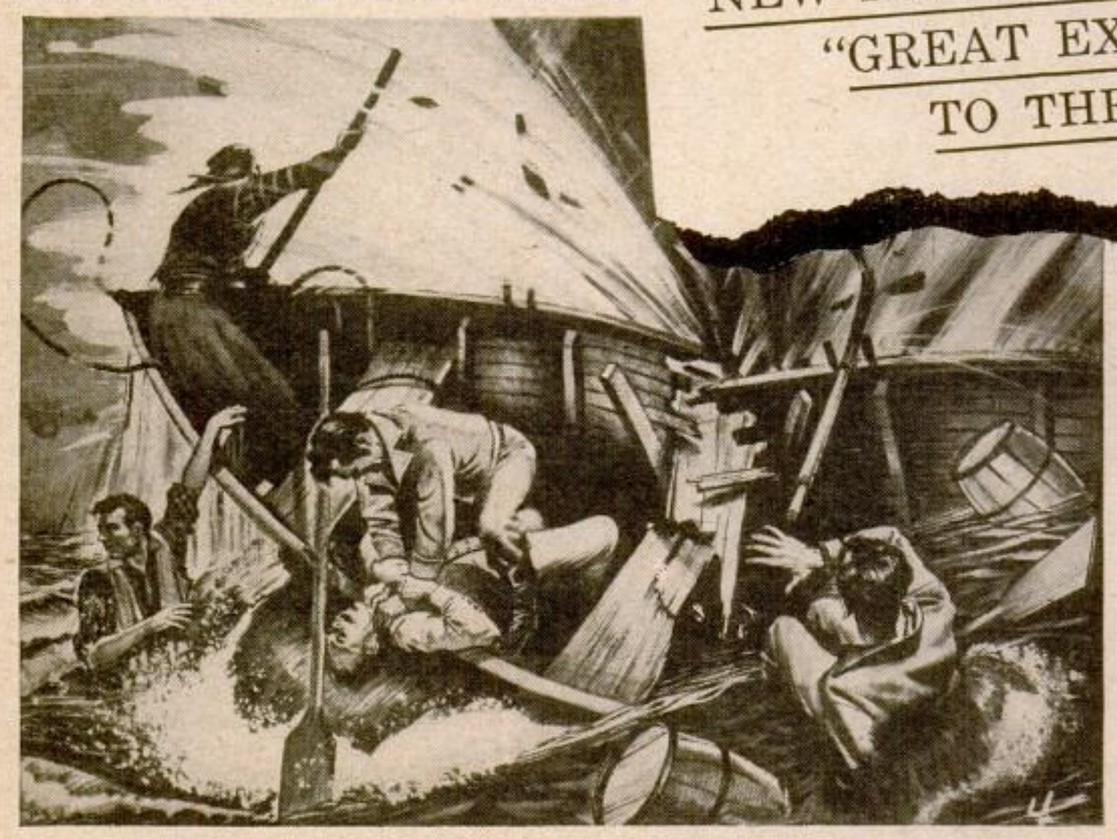
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More Telephone Service for more people

FROM THE 1946 ANNUAL REPORT OF THE AMERICAN TELEPHONE AND TELEGRAPH COMPANY

1 In no year since the telephone was invented was there such a remarkable increase in the amount of telephone service furnished to the American people as in 1946. The net gain in the number of Bell telephones was 3,264,000, or more than twice the gain for any previous year. Additional telephones were installed at a rate averaging more than 25 a minute every working day.

2 Achievement of this kind reflects the skill, energy and determination of the 617,000 people working together on the Bell System team. What has been done has not been done easily. Many thousands of new employees have been trained in telephone work. It has been necessary to overcome serious difficulties caused by the persistent scarcity of certain essential raw materials needed in large quantities.



3 Most of those who were waiting for Bell telephone service at the start of 1946 had been cared for by the year's end. In addition, the System was able to take care of more than 70 per cent of all new applications received. Yet the total number of new requests for service was so great (there were more than five million) that at the beginning of 1947 there were still about two million people waiting for service.

4 We are working hard to remedy this situation and also to reach the point where all calls can be handled with pre-war speed or better — in short, to give every customer the kind of service he wants when and as he wants it. With experience at hand in abundance, and with new tools and techniques, the Bell System looks forward to steadily increasing achievement in service to the American people.

BELL TELEPHONE SYSTEM

This One
4Q9F-BXR-H259

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"It's a good thing I overslept!"



1. **Bed felt so-o-o nice this morning!** Must have been nine o'clock when I opened my eyes and saw Fran, my best friend, perched on the foot. "Your husband let me in," she grinned. "He's ready to take us shopping—anytime *you're* set!"



2. **The wretch snatched my covers.** "I've no sympathy for plutocrats," Fran giggled. "Sleeping on *percale sheets*, no less. Wish *I* were wealthy!" "Me too," I said. "But nobody *needs* to be, to own these smooth beauties—they're *Cannon* Percale Sheets!"



3. **"Come back!" yelped Fran,** as I escaped to the shower. "Tell more!" "Silly," I said, "those dreamy Cannon Percales that have you green-eyed cost just a *tiny* bit more than best-grade muslins. All the gals are getting 'em—and swooning with luxury!"



4. **While I dressed,** I completed Fran's education. "Feel how lightweight Cannon Percale Sheets are," I purred. "Easier for bedmaking and washing. Wonderful for wear, too!" Fran twinkled. "Thanks for oversleeping," she said. "You gave me a preview of *myself*—on *my* new Cannon Percales!"

TRADE MARK CANNON

Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

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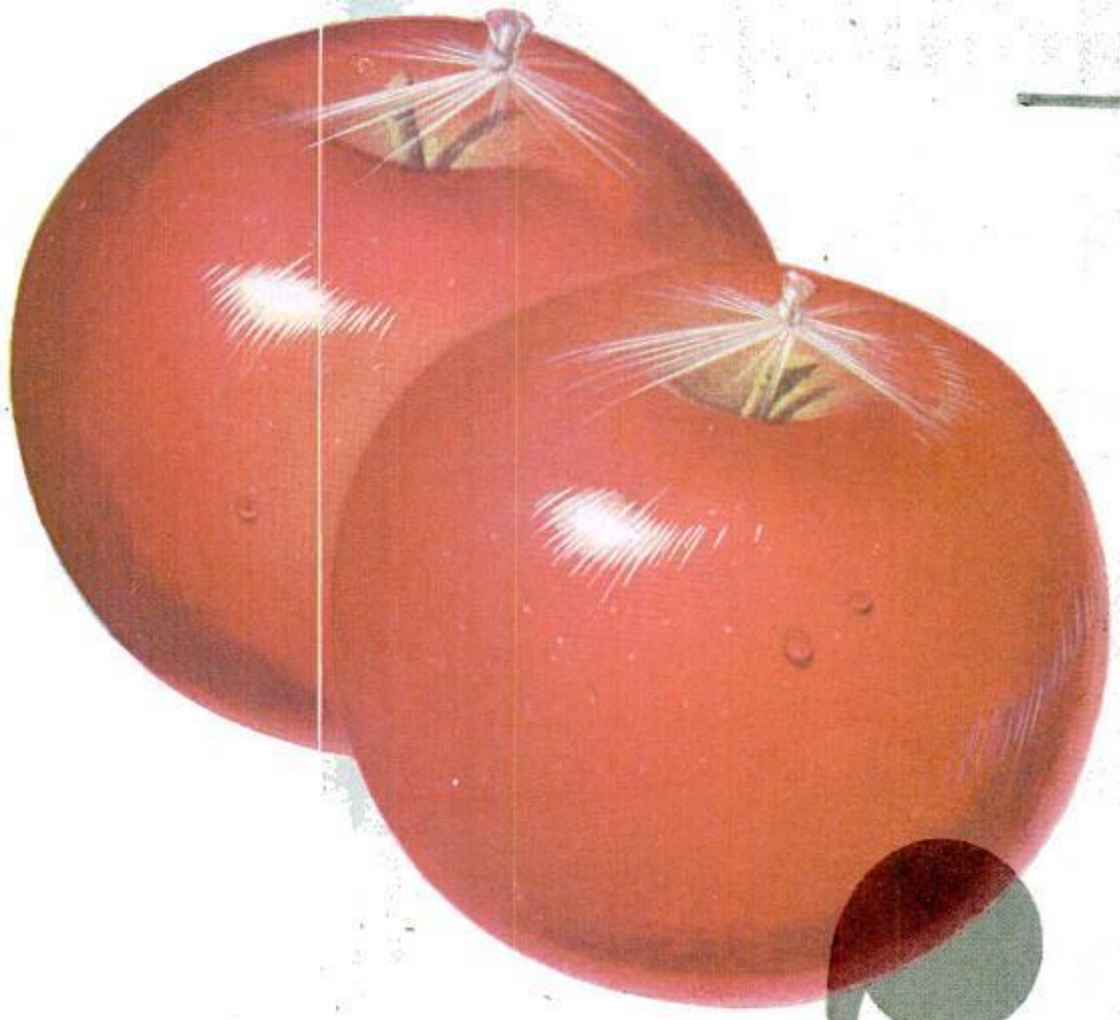
Another real Cannon value: Cannon Muslin Sheets. Woven of sturdy American cotton; well-made, long-wearing!

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Volume 22 Number 19

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J is for Jonathans

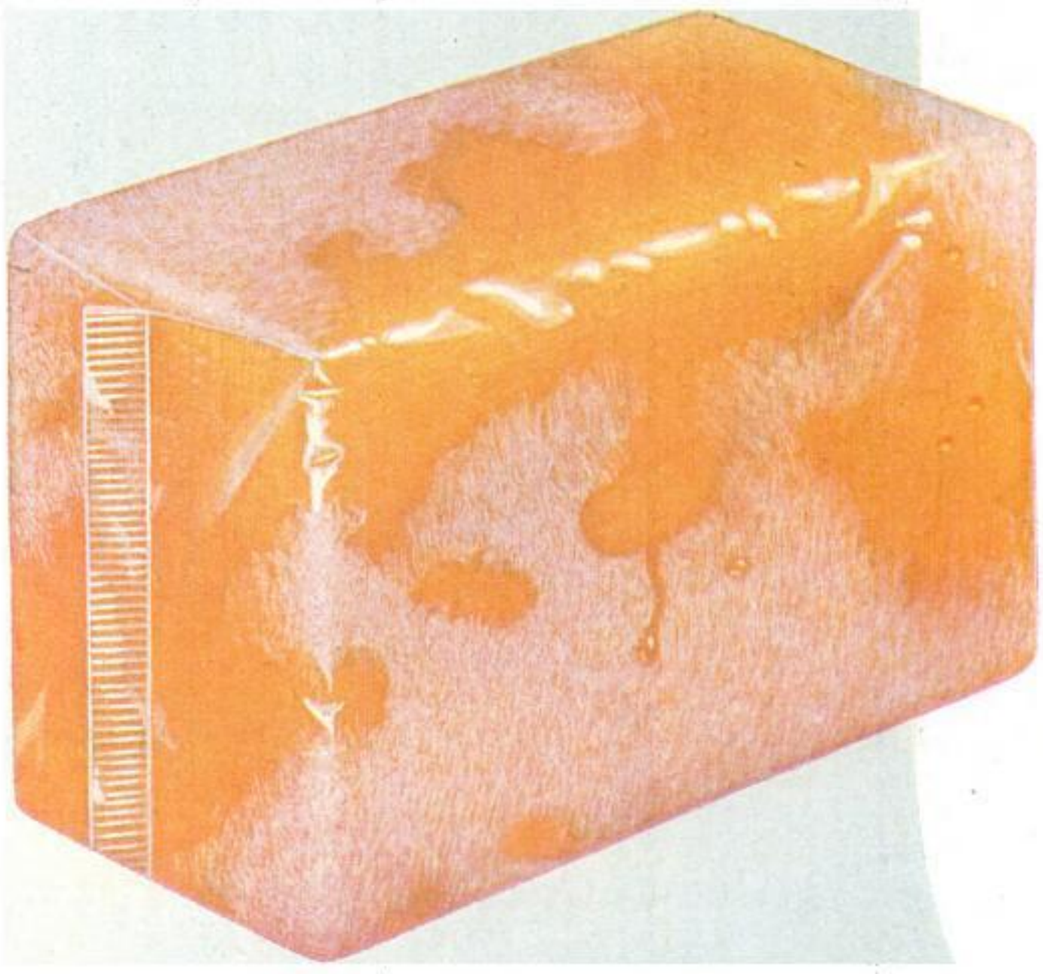
FRESH

KEEP TREE-RIPE MONTHS LONGER—now apples retain the bloom and juicy goodness of harvest time after months of storage—sealed in PLIOFILM. Storage plagues like "Jonathan Spot" are eliminated; shrink and shrivel prevented because PLIOFILM provides *three-way* protection against air, moisture, liquids. It locks juices in, seals spoilage out. That's why it is the perfect packaging for Jonathans, as well as June peas, jujubes, junket and everything juiceful.

and for Juices

FROZEN

TRY THIS IN YOUR LOCKER — it's easy to put up orange, apple or tomato juice when fruit is cheap and juiciest, and hold for off-season use — by deep-freezing in PLIOFILM. There'll be no leakage or spoilage because PLIOFILM is liquidproof and heat-seals airtight. It's the only packaging for deep-freezing that provides triple protection against air, moisture and dehydration. That's why any frozen food — bought at stores or home packed — is more flavorful in PLIOFILM.



Everything is better in Pliofilm

3-way protection
against air, moisture, liquids

MEMO TO PACKAGERS AND SHIPPERS: Identifying your product as being sealed in PLIOFILM is evidence of superior quality that shoppers recognize. For information, write: Goodyear, Chemical Products Division, Pliofilm Dept., Akron 16, Ohio.

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THE GREATEST NAME IN RUBBER

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MATCH FOR MAN-SIZED APPETITES!

*Planked Hamburger Dinner... 53¢ to 57¢ a serving**

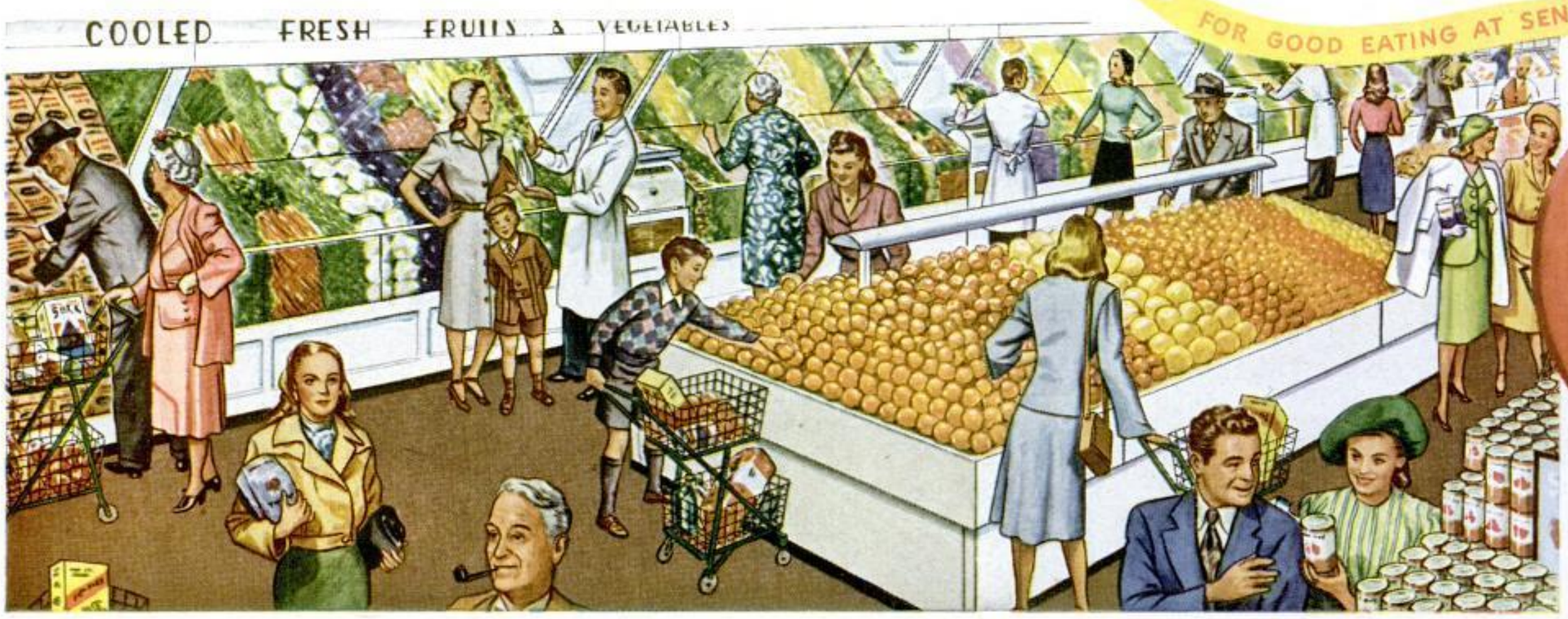


Here's the kind of meal men hanker for! Juicy planked hamburger steak with tender green beans and flavorful carrot strips . . . ringed with lightly browned mashed potatoes. With it goes a zesty fresh salad. Then, for dessert, there's that old-fashioned favorite, strawberry rhubarb pie. Yes, this is real he-man food . . . yet it costs only 53¢ to 57¢ a portion.

You can take a short cut like this... to a man's heart . . . and a balanced budget . . . just by planning a little and shopping regularly at your A&P Super Market. You see, it's an old A&P custom to bring you good things to eat at sensible cost. By buying dozens of foods direct from their source . . . and having others made for its exclusive sale . . . A&P eliminates many unnecessary in-between expenses and shares the savings with you! Come shop at A&P today.



A&P SUPER MARKETS



FOR GOOD EATING AT SENSIBLE COST... TURN TO A&P

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LETTERS TO THE EDITORS

VETERANS AT COLLEGE

Sirs:

We agree heartily with the majority of veteran students at the University of Iowa concerning the inadequacy of the GI subsistence allowance ("Veterans at College," LIFE, April 21).

EDWARD C. ERICKSON
GEORGE B. GERRISH

Dartmouth College
Hanover, N.H.

Sirs:

I read with disgust the opinion of the Iowa University students that the $65 generously given by our benevolent government to veterans is not



VETERAN AT DARTMOUTH

sufficient. It is obvious that these decadent youths are not of college caliber. Their lack of initiative and native American ingenuity condemn them.

I have found that by living in an abandoned Boston & Maine Railroad shack, buying second-hand books, wearing old Army clothes and cooking my own food, I am able to live within my allotted income. During the hunting season I am able to earn extra money by selling the pelts of small game shot with a surplus rifle. So what if I only get to read castoff newspapers and magazines? I am independently making my way through college and proud of it!

DAVID D. HUNTOON

Dartmouth College
Hanover, N.H.

Sirs:

"Veterans at College" was the best handling of the subject I have seen. It failed to mention, however, that while the colleges have made an all-out effort to accommodate the swollen enrollments, they have not recognized the necessity of providing similar accommodations for teachers.

Landlords have, in many cases, gone "all-out" to help the new faculty families, but in more cases they have gone "all-out" to help themselves. If the colleges are to secure and maintain good and adequate facilities, housing, even though in trailers and Quonsets, should and must be forthcoming for the teachers' families.

The colleges are losing faculty members more rapidly than they can be replaced because of the prewar salary levels maintained for their junior teaching and professorial ranks, too. I am an instructor in a state college and I am paid less by $4 a week than a soda jerk in a not-too-distant town. An immediate raise of several hundred dollars (*e.g.*, at least $700) will bring my earnings up to a point which will compare favorably with the expected salary average of June graduates. This institution is now proposing a plan, a diabolical machination, which will effect a salary decrease for the majority of this faculty for next year's work!

How long can such conditions last? There must be a breaking point. We cannot return to the living conditions and compensation of Ichabod Crane.

INSTRUCTOR'S NAME WITHHELD

Blacksburg, Va.

Sirs:

Not only the veteran, but the high-school graduate as well, is hampered by overcrowded conditions. The current group of high-school students is finding it increasingly difficult to be admitted to college. Many students whose marks would have been acceptable without question before the war will have a very slim chance of admission to even the smallest colleges.

Certainly the veteran should be given first preference, but we do not have enough first-class institutions of higher learning. With a college education becoming almost universal in this country, this problem, if not remedied soon and satisfactorily, can remain a national headache for a great many years. . . .

HERBERT GOLDSTEIN

New York, N.Y.

Sirs:

Thanks a million for the cover of super Gerald Thompson! We hope he won't mind his picture hung in lockers of at least 25 girls.

A minor riot occurred when we compared him to some of the student-veterans here at Olney High.

MICKIE NEWMAN
MARCIA ROTHMAN

Philadelphia, Pa.

Sirs:

Where, oh where did you find that beautiful hunk of man? I just love psychology, too.

BARBARA O'REILLY

Saratoga Springs, N.Y.

Sirs:

Oh, brother!

LOUISE MARIE FUCCIONE

West Medford, Mass.

DAFFODILS

Sirs:

My congratulations to Mr. Herman V. Wall, who I learn is the photographer who made those beautiful daffodil Kodachromes ("Daffodils," LIFE, April 21).

I regret to say, however, that these were erroneously credited to us and I hasten to correct this injustice to a brother photographer who produces such fine work. The view is one of the finest I have ever seen and, had it really been my work, I should indeed have been very proud of it.

SAMUEL H. GOTTSCHO

Gottscho-Schleisner
New York, N.Y.

● LIFE's apologies to Photographer Wall and thanks to Mr. Gottscho, no mean color photographer himself, for pointing out the error.—ED.

WORLD'S RICHEST MEN

Sirs:

Your issue of April 21 calls two men the "world's richest man"—Henry Ford ("The Father of the Automobile Dies") and The Nizam of Hyderabad ("Princes of India"). . . . Which, if either, was the richest man in the world and who *is* "the richest man in the world" today?

RICHARD EIGNER

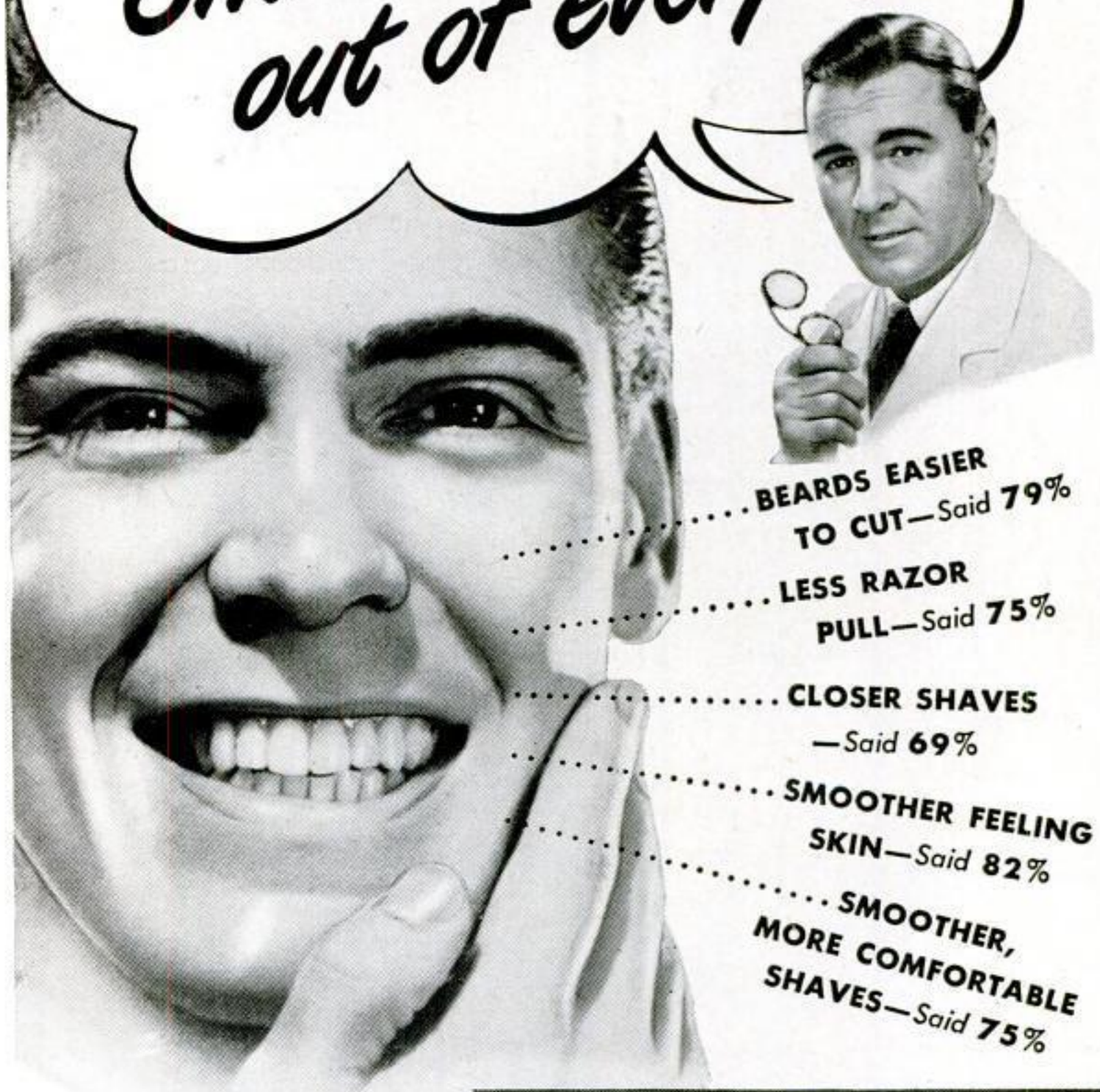
Swampscott, Mass.

● LIFE certainly erred when it called both Ford and Hyderabad the "richest man in the world," and pos-

CONTINUED ON NEXT PAGE

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Smoother, More Comfortable Shaves for 3 Men out of every 4



LOOK
Here's All You Do!



1. Wash your face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard. *This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect.* Then shave!

Only PALMOLIVE Brushless Shave Cream Offers You This PROOF!

Yes, it's been *proved!* Proved beyond mere claims and promises—proved in test after test on all kinds of beards! For 1297 men tried the new Palmolive Brushless Shave Cream Way. You can see the results above! Actually, 3 men out of every 4 tested reported smoother, more comfortable shaves. Regardless of how they shaved before!



Get a giant tube or big 9-oz. jar today!

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NOR-EAST* NON-CRUSH* TIES



GRADUATION BLUE

Graduation is *his* day . . . Blue is *his* color . . . So give him a smart Wembley Nor-East Non-Crush Tie. It will tie crisply, hold its smart shape, and make a trim knot time after time. There are seldom enough Wembley Nor-East Ties to fill the demand. However, Graduation Blue is also available in Wembley's all-wool domestic fabric at $1.

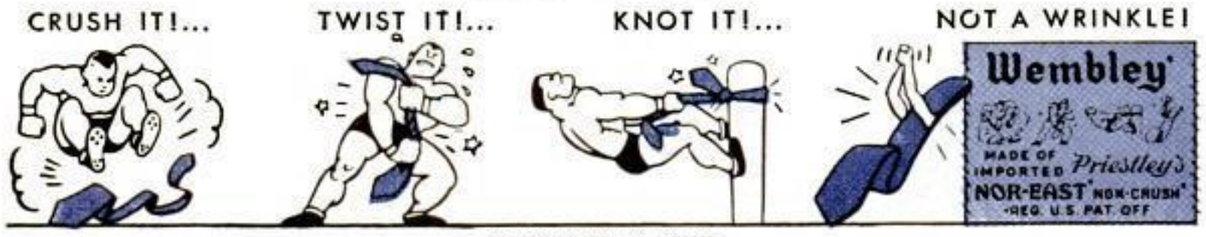
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LETTERS TO THE EDITORS

CONTINUED

sibly erred when it did not give the title unequivocally to Hyderabad.

The prince's fortune, however, has been and still is inestimable. It consists of fabulous collections of jewels, gold mines, palaces, elephants. Guesses of its value range from $1.4 billion to over $2 billion. It is said he has been saving $5 million a year since 1911.

Ford's fortune is also somewhat of a conjecture. It is known that in 1924 he was worth $1.2 billion, surpassing his nearest Western rivals, the Rockefellers (by $600 million) and the Mellons, the Harknesses and the Duke of Westminster (by $800 million each).

There is little question that today, with the Ford fortune dissipated, Hyderabad *is* the world's richest man. His own British revenue officer once said of him, "I have heard of a few rich men so rich they can live on the income of their income, but I know of nobody else who lives on the income of his income of his income."—ED.

CANCER

Sirs:

I HAVE BEEN ASKED TO THANK YOU ON BEHALF OF THE BOARD OF DIRECTORS OF THE AMERICAN CANCER SOCIETY FOR THE WONDERFUL ARTICLE ON CANCER (LIFE, April 21). IT IS NOT ONLY A GREAT CONTRIBUTION TO OUR CURRENT NATIONAL CAMPAIGN FOR $12 MILLION BUT, MORE IMPORTANT, IT WILL ACTUALLY SAVE THOUSANDS OF LIVES FOR IT IS THE HIGHEST TYPE OF EDUCATION NOT ONLY FOR THE LAYMAN BUT FOR THE MEDICAL PROFESSION AS WELL.

JAMES S. ADAMS
Chairman, Executive Committee
American Cancer Society, Inc.
New York, N. Y.

Sirs:

The article about cancer by Mr. Gerard Piel is an excellent job. I was especially interested in your graphic presentation of this involved problem which is so difficult of comprehension by the average layman.

My congratulations on a substan-

CONTINUED ON PAGE 10

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- TO EYEWITNESS GREAT EVENTS.

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Inkograph $2

THE PEN THAT WRITES LIKE A PENCIL

LETTERS TO THE EDITORS

CONTINUED

tial contribution to health education in the cancer field.

THOMAS PARRAN
Surgeon General
U.S. Public Health Service
Washington, D.C.

Sirs:

You have done a great service to the medical profession and to those engaged in cancer research. . . .

FREDERICK S. HAMMETT
Scientific Director
The Lankenau Hospital
Research Institute
Philadelphia, Pa.

Sirs:

To anyone who has watched a loved one die from internal cancer, there is no horror comparable to it, no hope greater than the knowledge that its cause and cure (incomplete as both may be) are now being stressed in publications such as yours. . . .

I am merely an individual, unknowing in the ways of science or medicine, but with a consecrated desire to say one word, make one small gesture that might save another the need for dying an agonizing, humiliating, completely hopeless death—as my mother did.

JOYCE TAYLOR
Roswell, N. Mex.

COLMAN'S "APLEY"

Sirs:

When I was a boy I used to polish doorknobs and brass knockers on Beacon Hill. The motion picture *The Late George Apley* (LIFE, April 21) was a great disappointment. I never met anyone as silly as Colman's "Apley."

The Beacon Hillers gave much that is good to America and to Boston. Their influence is still felt over most of this nation and, with so many of our city officials in jail or going there, I sort of hate to see these good people pass.

PAUL CARRINGTON
Boston, Mass.

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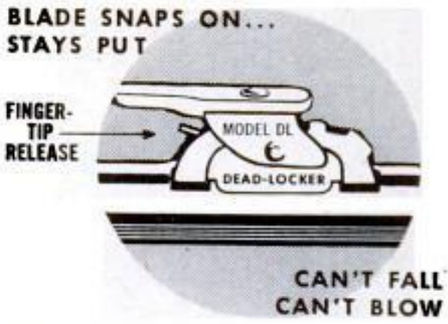
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He's doing the best he can. Sure, he knows how dangerous it is for you to drive your car... in stormy weather... with your dull old windshield wipers that smear and smear. He'd gladly put on for you quickly a pair of keen new ANCO RAIN-MASTER Wiper Blades and Arms. He has them—Newest Models! But he forgets to remind you? Too busy? You can't shoot him for that!



After all, it's *your* car to protect. So *you* remind *him*. Get RAIN-MASTERS... patented features... original equipment on many makes of high grade cars and trucks... used in war—on our fighting tanks and trucks and ships and bombers too...because ANCO RAIN-MASTERS clean quicker, clean cleaner . . . last longer. May save you a costly smashup.

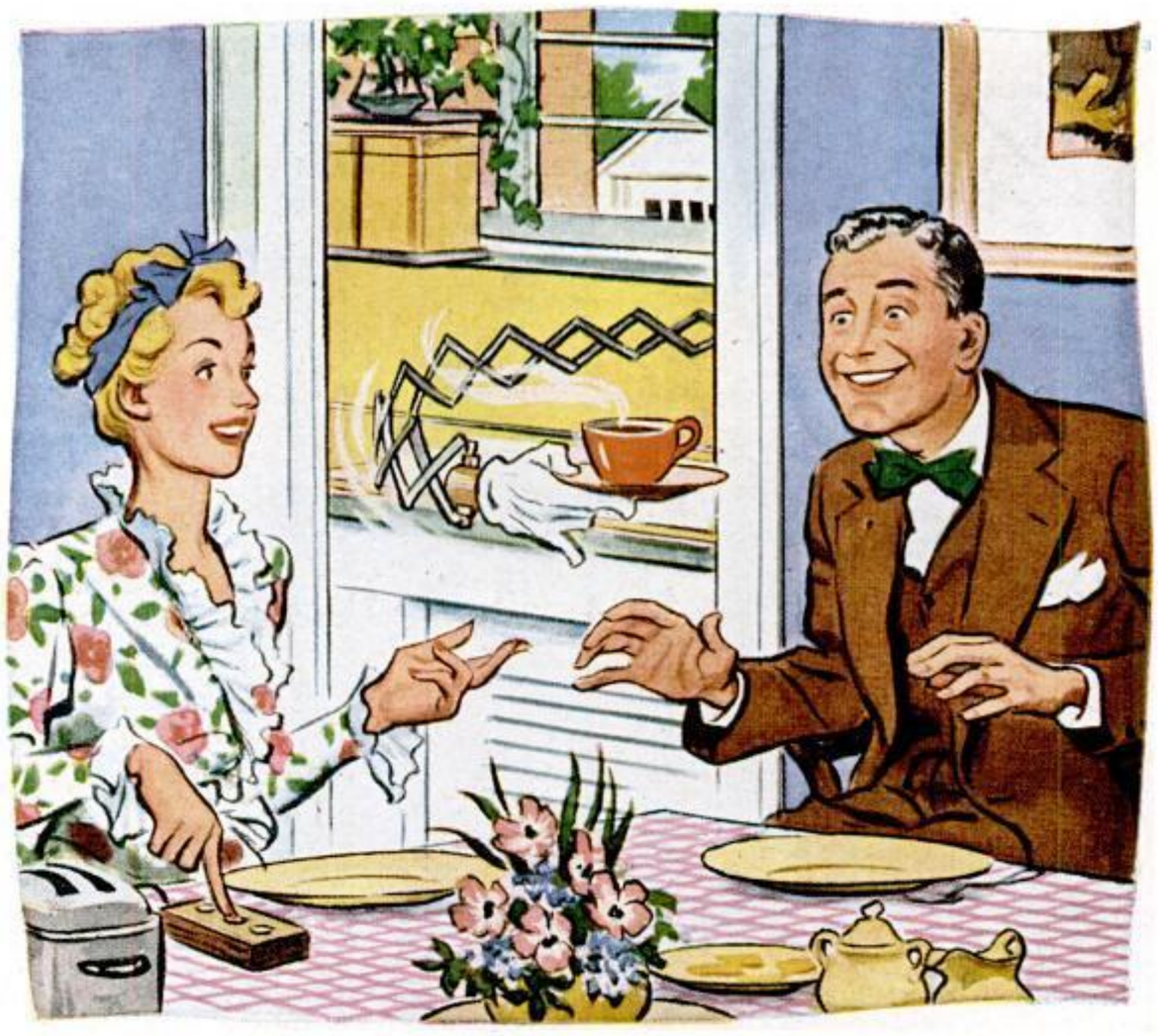
Ask for RAIN-MASTER Windshield Wiper Arms and Blades next time you buy gas.

THE ANDERSON COMPANY
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N-e-v-e-r did a coffee give you all this!





1. New high in enjoyment—or your money back!

Look for a lift that pulls you right out of your chair, the first time you taste that exciting Borden flavor! Matter of fact, if you don't like Borden's better than any coffee you ever tasted—ground or instant—we'll give you your money back!*

2. Magic convenience—no pot, no grounds!

If you could push a magic button for coffee, it couldn't be quicker! Just drop ½ to ¾ of a level teaspoonful in a cup, add hot water. No pot. No wait. No grounds. No waste. That's why Borden's is perfect for breakfast and every other meal.



3. And, for economy, half again as many cups!

Most users tell us they get *half again* as many cups from a regular jar of Borden's as are usually obtained from a full pound of ground coffee. Think how much that will save every week! Remember, Borden's isn't *half* coffee. It's *all* coffee—100% pure coffee—no dextrins, dextrose, or maltose added. That's why it goes so far.



* Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll cheerfully refund your money. The Borden Co., 350 Madison Ave., New York 17, N. Y.

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or 10 times a day?
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SMOOTH—kind to your scalp
BRIGHT—gay, plastic colors
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BUDGET-WISE—only 10 to 50¢
DEPENDABLE! They're made by Du Pont!
At good stores everywhere



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Squirt* Quenches Quicker

It's a split-second refresher . . . that's for sure. What's more you'll revel in the taste thrill Squirt provides.

Squirt quenches thirst longer, too. For this new, different drink is made of winter-grown grapefruit. A sweet-tart of a drink, you'll say . . . the kind you'll want for every day.



Mrs. J. J. Fredericks, of New York City, N. Y., says: "I don't want a drink with a syrupy after flavor. That's why Squirt is my choice."

Switch to Squirt. 5¢

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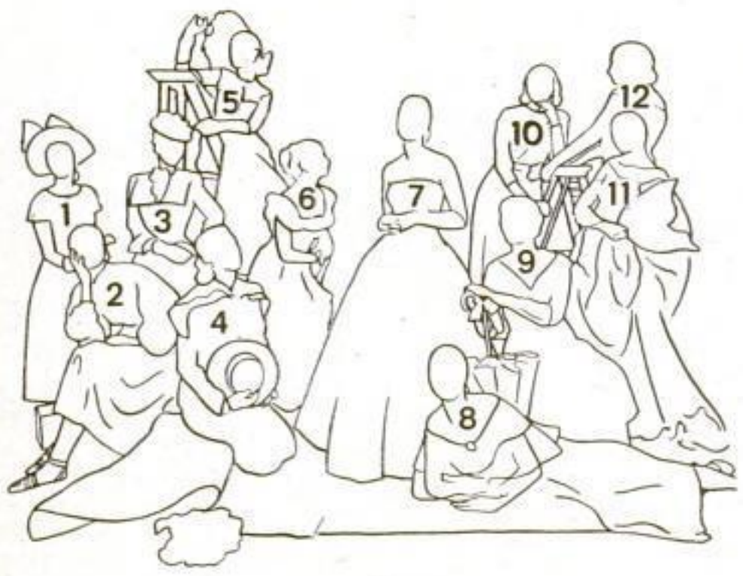
SPEAKING OF PICTURES

. . . AMERICA'S MOST PHOTOGRAPHED MODELS POSE FOR A PORTRAIT

The handsome ladies in this striking picture represent an era of beauty that has just passed, an era which compares in importance with the reigns of the Gibson Girl and the Ziegfeld Girl. They are the 12 most-photographed models of the past decade, assembled by *Vogue* for its May 1 issue and photographed by Irving Penn. On their famous figures have been hung each year's fashions; on their careful coiffures have been placed the most stylish and fantastic hats. Almost every woman who has ever looked at an advertisement will recognize some of them by their professional guises; contrariwise few women and no men would know them outside a photographer's studio. About no group of women are there more interesting misconceptions (*p. 16*).

It took three weeks to convene this exotic group in *Vogue*'s New York studio, two hours to put on the dresses and arrange the pose in a curious atmosphere that Photographer Penn describes as "placid, polite confusion." But the instant before the shutter opened, all 12 fell automatically into the poised, detached, almost bored attitudes that have paid off so well for 10 years. In this remarkably aloof position they remained frozen for 20 seconds, relaxed briefly, then repeated the whole operation 29 times until Penn was sure he had the perfect shot.

Missing from the group are of course such famous models as Jinx Falkenburg, Georgia Carroll, Gwili Andre, Janice Jarrett, Micky Fallon and Anita ("The Face") Colby. But of those here *Vogue* says, "They share a look of non-adolescence, a look gained not so much in being beautiful as becoming so."



KEY TO PICTURE: 1) Meg Mundy, 2) Marilyn Ambrose, 3) Helen Bennett, 4) Dana Jenney, 5) Betty McLauchlen, 6) Lisa Fonssagrives, 7) Lily Carlson, 8) Dorian Leigh, 9) Andrea Johnson, 10) Elizabeth Gibbons, 11) Kay Hernan and 12) Muriel Maxwell. Hard-working Miss Maxwell, a *Vogue* editor, chose all the clothes, assembled and dressed the group, including herself, then calmly climbed the ladder (*right*) and got into the picture.

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NOTIONS ABOUT MODELS

A few facts explode them

Most of the people who read newspapers and magazines, who look at billboards and who habitually attend movies, especially movies like *The Powers Girl* and *Cover Girl*, tend to think of the average, successful New York model as a luscious creature of 18 or 19 with a healthy, American-girl face, nice legs, a flashing, spotless, Ipana smile, a peach-blossom complexion, a high bosom, low morals and not very much in the way of a brain. She is popularly envisioned as carrying a hat box up and down Park Avenue, posing gaily for $5 to $10 an hour, lunching hurriedly at "21" with Tommy Manville, whom she ultimately marries if she doesn't land someone richer. At night she will put aside the hat-box for a mink cape and whizz over to the Stork Club with an important client in the dress-goods trade, who is forcing her to dine with him or lose her job, or with a Hollywood agent whose name, as well as hers, will appear misspelled next day in a gossip column. Finally, after a hectic career never lasting more than a year, this imaginary beauty becomes "Miss Rheingold, 1949," lands a job in the movies, discards the rich husband or retires into a dissipated oblivion.

The only trouble with this gaudy image is that it is incorrect and applies least of all to the 12 placid belles who appear on the previous pages. To begin with, the average age of these beauties is not 18 or 19 but close to 30. Lily Carlson, baby of the group, is 24 and has two children. Five others are 32 or over and one is pushing 40. Their hourly take, and they are all hardheaded businesswomen, is not $5 or $10 but well over $25. At least one of the 12, Lisa Fonssagrives, charges $40. Lisa, who is Swedish, often poses with her daughter Mia, who also gets paid. Her husband is a photographer (he was once her professional dancing partner in Paris) and when he takes the picture, which he often does, they all get paid.

As for high living, none of the 12 can afford the puffy face that comes from lack of sleep, and with few exceptions they dislike and avoid nightclubs. Three who have become fashion editors—McLauchlen, Maxwell and Gibbons—go out now and then to see what cafe society is wearing. Although 10 are married, none of them has been pre-eminently successful in landing a rich man, except perhaps Dana Jenney. A model of propriety, Dana married a wealthy New Yorker named Tony Horvath in 1942, but it must have been for love because she still models.

Since their innate exhibitionism is satisfied by posing all day none of these ladies would be seen dead parading a hatbox on Park Avenue. None is particularly feeble-minded: Dorian Leigh was a tool designer in a war plant, now has her own model agency; Betty McLauchlen, voted "Miss Motion Picture" in a 1940 style show, is fashion editor of *Glamour*; Helen Bennett, whose looks have been compared to a "white, peeled snake," was an earnest art student, has appeared in nine Broadway shows; Dana Jenney once wrote a column for a New York daily; Lily Carlson is a photographer; London-born Meg Mundy sang with the New York Philharmonic; Marilyn Ambrose is a Duke graduate; Andrea Johnson is an actress, painter and pianist; Muriel Maxwell and Elizabeth Gibbons are fashion editors.

No transitory favorites who fade after a season on the billboards, most of the 12 have been modeling at least five years. Kay Hernan was "Miss Chemistry" in a beauty show seven years ago. Betty McLauchlen, in the business 15 years, modeled expectant-mother styles in 1936, now has a boy of 10 and a girl of 9. Helen Bennett a decade ago started the deadpan school of charm resulting in that studied snootiness common to all high-fashion pictures.

Indeed the only characteristic left to bear out the popular notion of models is the fact that they are beautiful. Even that, though undeniable, needs closer examination. For theirs, alas, is not the fresh, well-scrubbed radiance of the well-known "long-stemmed American beauty." Although the famous 12 have fine teeth, they rarely smile. While they possess lovely skins, it is the aristocratic European bone structure beneath that makes them famous. It may be un-American, but it must be remembered that they have sold more soap, soup, radios, nail polish, carpet sweepers, jewelry, perfume, cars, shampoo, washing machines and hostess gowns than any other 12 women in America.

—DAVID E. SCHERMAN

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Draperies in 3 lengths—$16.00 to $17.50 • Coverlet—Dust Ruffle—Pillow Sham—for single bed, $27.50 a set—for double bed, $35.00 a set



Dressing Table Skirt—$12.95

New Color Gems for Your Bedroom

Now Textron designs a wonderful new setting for you. Brings you sparkling glazed chintz bedroom ensembles in lovely two-jewel colors. Textron-designed with deep, generous ruffles . . . a bedspread set with a separate coverlet, dust ruffle, and pillow sham. Zircon Yellow with Emerald, Coral or Aquamarine with Moonstone, Turquoise with Ruby. See Textron's Jewel-Tone Ensembles and many other beautiful ensembles at leading stores throughout the country.

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Rhapsody in Green



There is a color rhapsody in the soft green of springtime, the tender green of growing pea fields and, topping it all off, our big Green Giant bending protectively over his young plants.

But the real "rhapsody" is in the flavor of Green Giant Brand peas:

Grown differently to start with—from special seed like our S-537. *Picked at the fleeting moment of perfect flavor*, then canned within three hours to capture that fresh pea taste till you're ready to open the can.

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LIFE'S REPORTS

THE STATE OF THE NATION

Last week, with the phone strike, other threatened strikes, the failure of the Moscow Conference and the high cost of living disturbing Americans, TIME-LIFE *correspondents from seven states reported on the mood of the nation.*



WILLIAM HOWLAND

ATLANTA

The mood of the southeast at the moment is as uncertain as April's weather. People of high and low estate are blowing hot and blowing cold on many subjects. For the moment the high cost of living has replaced the race problem as the main topic of conversation. The phone strike has been causing little worry and less comment. In fact, telephone-strike jokes have begun to make the rounds. One concerns a harassed male operator on the long-distance board who answered a signal by asking, "Is this an emergency call?" and was astounded to hear a plaintive feminine voice say, "Yes suh. I've gotta tell my husband I'm pregnant."

The telephone strike has been turning the farmers in this area more and more against labor. R. F. Sams, operator of a large truck farm in DeKalb County, summarized the feeling: "The telephone strikers believe they are striking against the Bell Company. They are not. They are striking against me, you and themselves. I can't raise food for them because I can't get supplies to raise their food. I can't get people to work my farm." In the rural areas the

CONTINUED ON NEXT PAGE

Just set the knob... for toast as you like it best!



See the General Electric Automatic Toaster at your dealer's. **$17.75** (plus tax)

Toast "pops up" or "stays warm" inside until you're ready to use it!



1. Light . . . medium . . . or dark toast! Just set the knob of the new General Electric control to your choice. Each and every slice will be done *exactly* as you want it. It doesn't matter whether you're toasting one slice . . . or twenty.



2. Hot toast WHEN you want it. Another great new General Electric convenience is the "keep warm" feature built into your automatic toaster. It gives you this choice: Either toast will "pop up" when done . . . or it will stay crisp and warm inside the toaster until you're ready for it.



3. Clean your toaster in 10 seconds. The new General Electric Snap-in Crumb Tray makes cleaning your toaster as quick as saying "Jack Robinson." It snaps in and out . . . can be wiped clean in a flash. General Electric Company, Bridgeport 2, Conn.

Toast to your taste — every time!

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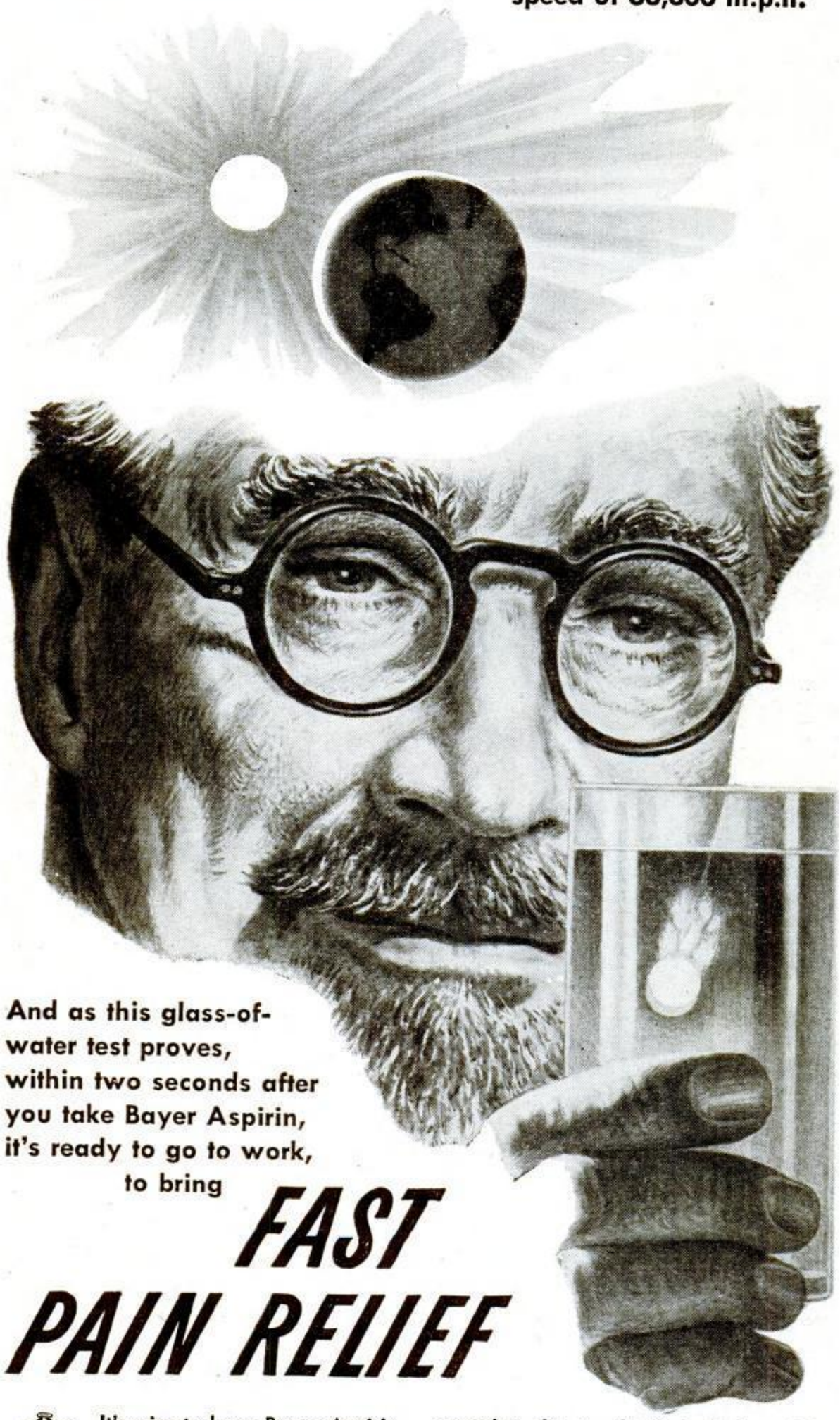
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IT HAPPENS WITHIN

TWO SECONDS

Within two seconds, the Earth travels 37 miles on its orbit around the Sun, moving at the astonishing speed of 66,600 m.p.h.



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

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It's wise to keep Bayer Aspirin handy at all times, to take whenever you have an ordinary headache, neuritic or neuralgic pain. For Bayer Aspirin is one thing that means really quick relief, is actually ready to go to work in *two seconds!*

Remember — this amazing 2-second speed is due to the fact that we take **three important steps . . . not just one** . . . when Bayer Aspirin is made. And also remember that Bayer Aspirin's single active ingredient is *so effective* **doctors regularly prescribe it for pain relief** . . . and is *so gentle* to the system **mothers give it even to small children** on their doctors' advice.

Get *Bayer* Aspirin. **Of all pain relievers, none can match its record** of use by millions of normal people — without ill effect! When you buy, ask for *Bayer* Aspirin, not just for "aspirin" alone.

Always ask for genuine

BAYER ASPIRIN

people appear to be thinking more about international affairs than in the city. J. B. Phipps, Stone Mountain farmer, said, "Well, it looks discouraging. We've got a late season and the boll weevil around here is pretty bad. And you can't hardly tell what is going to happen with Russia. We keep sending stuff over there and they are fixing to jump on us. But Marshall's going to get things settled or start things."



RALPH GETSINGER

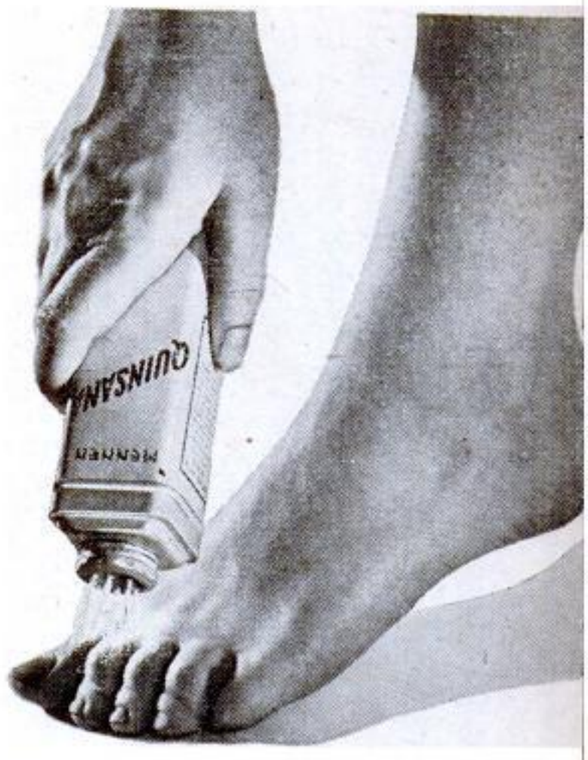
DETROIT

Although Detroiters are watching Walter Reuther's negotiations with GM, few people feel emotionally involved in contrast to last year's violent partisanship. No one in Detroit expects a major strike in the auto industry, primarily because the workers cannot afford and do not want to strike. Said a GM worker, "We need every nickel Walter is asking for. Ten cents or 15¢ isn't enough, but if that's all we can get—well, that's all we can get."

Oddly enough for once-isolationist Detroit, Henry Wallace, not Walter Reuther or Lewis Schwellenbach, holds the center of the stage. Profound pessimism about the state of the world and gloomy foreboding about the future shadow almost everyone's daily life. The circumstance that there doesn't seem to be much that anyone can do about it results in a listless, weary fatalism.

Although the average man is more worried about rising prices than about a depression, merchants and small businessmen are particularly scared. Said a wholesaler of pipe and metal tubing, "I don't like to talk about it—talking just makes things worse. Although I have a big backlog of business—not as big as last year but bigger than normal—I'm canceling orders with suppliers. Why? Because everything I read and everything I hear says we're due for a depression late this year, that prices have got to drop. I'm carrying the biggest inventory I ever had and most of it is unbalanced; the chances are that

CONTINUED ON PAGE 22



Relief from burning Athlete's Foot!

Tests prove 9 out of 10 get complete relief from itching, burning Athlete's Foot after 30-day Quinsana treatment. Proof Quinsana helps clear up Athlete's Foot fast!



Athlete's Foot fungi thrive in the heat, perspiration, dampness of shoes, socks. Soothing Quinsana helps destroy these fungi, absorbs moisture, keeps feet feeling fresh.

Shake Quinsana on feet, smooth between toes. Shake it in shoes before and after wearing. Make Quinsana part of your daily grooming.

MENNEN QUINSANA

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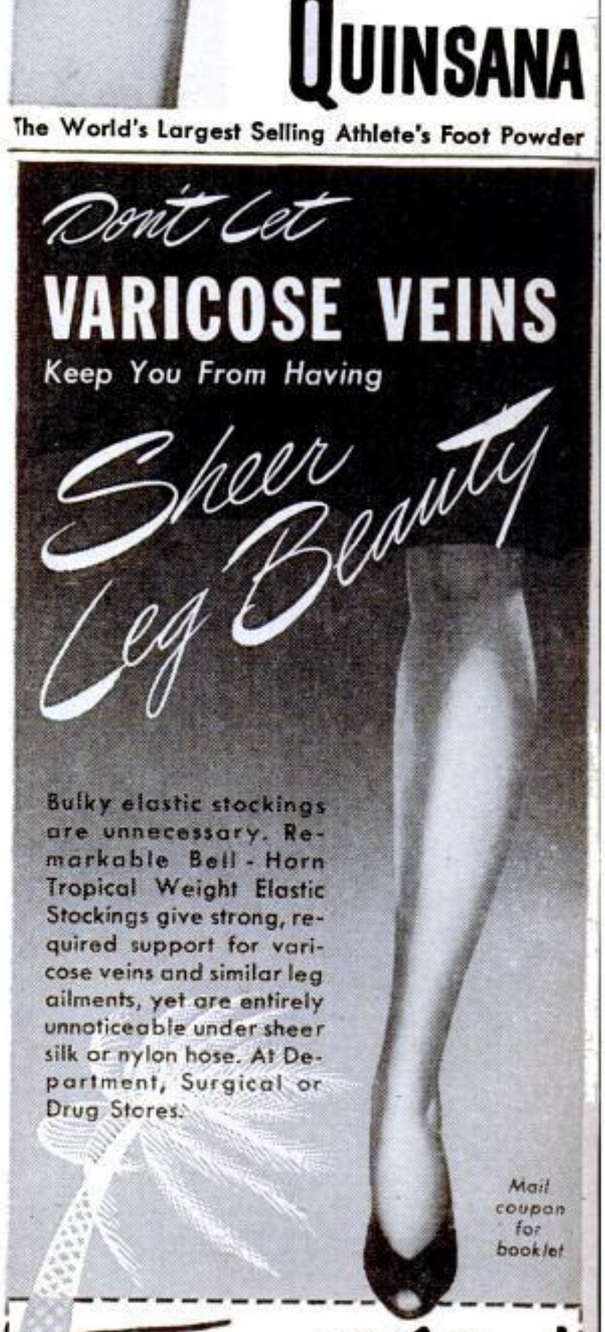
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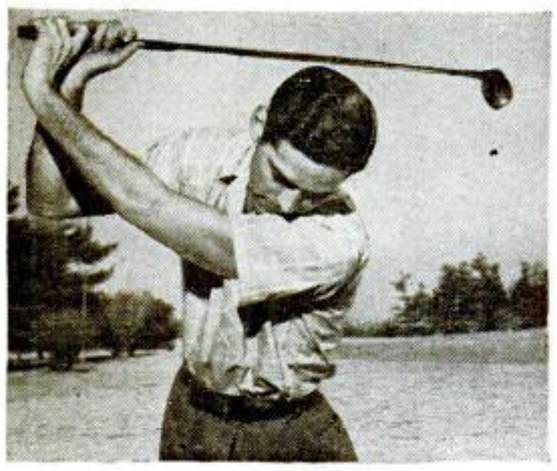
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the Vitalis "60-Second Workout"

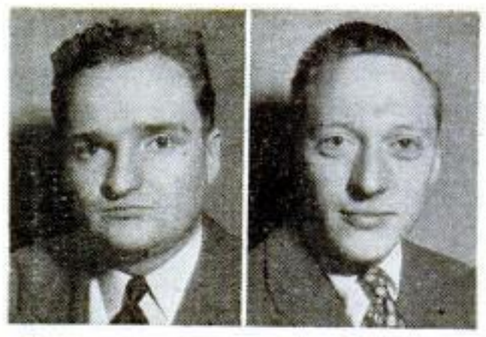


A handsome head of hair is almost as good as marrying the boss' daughter to get you ahead. In fact, guys with handsome hair often *do* marry bosses' daughters. No guarantee, of course. But vital-looking hair *does* work for you. Want hair like that? Use Vitalis and the famous "60-Second Workout."



Product of Bristol-Myers

when a customer comes in I haven't got what he wants in stock. It's dangerous."



B. BARTON JR. S. HILLMAN

CHICAGO

At Gibby's popular Loop restaurant, the beefy bartender gazed sadly at his half-empty bar and said, "People just haven't got the lazy dollar these days. The gravy train crashed. And what's more, they won't have the free buck till we have another war. But it looks like that won't be too far off."

All over town people were holding back. Saks ran big ads in the papers declaring, "There's a price on your legs and we think it's too high." So saying, Saks announced that prices of nylons (on which, said the store, production was again normal) would be 30¢ less as of today. Two big chain stores reduced the price of their canned goods by 2¢ to 10¢.

People have been talking about the house they can't build, the car they can't buy and about baseball; there is plenty of interest in the rejuvenated White Sox. Nightclubs are still slumping and lines in front of movie houses are thinner than usual, perhaps because nobody can feel honestly relaxed when he believes that another war is coming. And a staggering number of people believe it is. Not that they are reading about foreign news or U.S. foreign policy; as one man put it, "The U.N. was on the front page too long." They know things aren't going too well but prefer to bury their heads under the pillow and try to ignore the mess.

This distaste for things unpleasant also means that people don't care too much about national news. There is a little negative speculation about 1948. One businessman, for example, said, "I think it'll be Bricker or Taft. I don't like either one particularly, but I guess I'd vote for them against Truman."

One woman summed it all up pretty well: "I'm uncertain and not too happy and neither are lots of my friends. Nobody knows what will happen. It's all so confusing. But nobody is getting on his hind legs to make sense of it. We were all toughened up and calloused by

CONTINUED ON PAGE 25

OPEN YOUR EYES TO EYE-GENE!



SAFE RELIEF IN SECONDS!

Wonderful EYE-GENE! Just two drops in your tired or bloodshot eyes and you'll marvel at the relief you enjoy . . . how rested, refreshed and cleared they become—all in *seconds!* So, whenever your eyes are weary, irritated, strained from close work, sun glare, night driving, movies, late hours, smoke or over-indulgence—use safe EYE-GENE. It contains *Lexatol*—the exclusive ingredient that makes it so amazingly effective. EYE-GENE is positively harmless. 20¢, 60¢, $1.00 in handy eye-dropper bottles. At all Drug Stores. Get a bottle today!

Guaranteed by Good Housekeeping

EYE-GENE

A *Lee* CREATION CREATES A SWIMSATION



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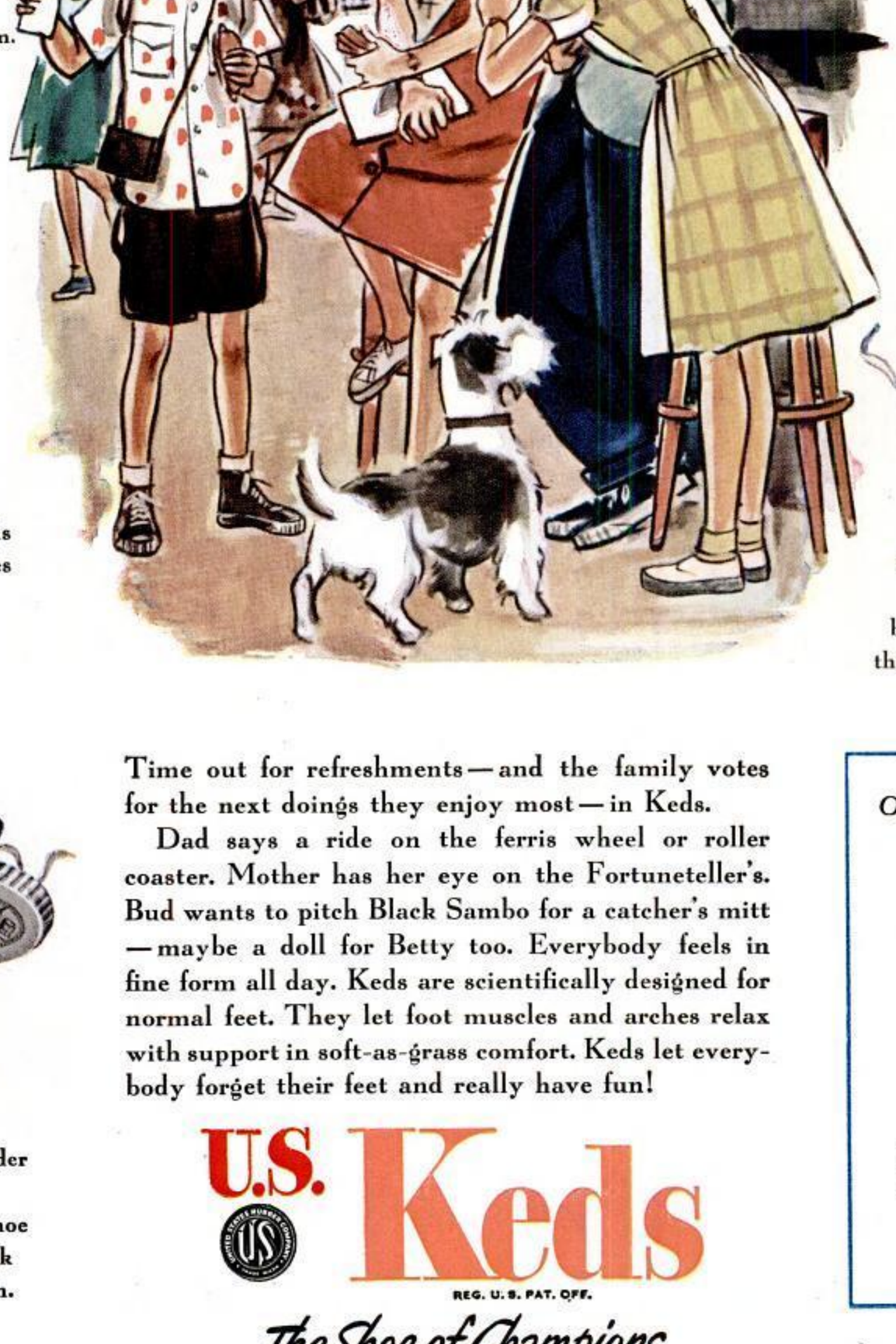
UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE

LOOK AT THE FAMILY FUN in KEDS!



Dad's navy blue CROSS-COURT Oxfords, piped in white, match up to the style and comfort of his sports jacket. Made with the famous Keds Arch Cushion. Also all white. Sizes for everyone.







Little girls with an eye for smartness will approve the Keds Betty wears with her bobby sox. They're GAME ACE—white oxfords with buff trimming. In sizes for the whole family.





Strictly informal and cute is the way mother looks in her play dress, and Keds to make sure of a good time. She chooses COASTER—white Arch Cushion lace-to-toe oxford for glove-like fit.





Bud goes all out for CLIMBERS with Arch Cushion and traction soles. He knows that footwork counts in baseball, hiking or just keeping up with the gang. Brown or black with white trim.





For gym and winning team work, older boys and men prefer these two. HI-POINT is a black, loose-lined shoe with white trim. CAGER is a black Arch Cushion shoe with white trim. Slip-proof suction soles.

Time out for refreshments—and the family votes for the next doings they enjoy most—in Keds.

Dad says a ride on the ferris wheel or roller coaster. Mother has her eye on the Fortuneteller's. Bud wants to pitch Black Sambo for a catcher's mitt—maybe a doll for Betty too. Everybody feels in fine form all day. Keds are scientifically designed for normal feet. They let foot muscles and arches relax with support in soft-as-grass comfort. Keds let everybody forget their feet and really have fun!

U.S. Keds

REG. U. S. PAT. OFF.

The Shoe of Champions

Only Genuine Keds have these Features!

KEDS SHOCK-PROOF ARCH CUSHION
absorbs jars and jolts—helps avoid overstrain and fatigue. A Keds feature famous for years.





KEDS SCIENTIFIC LAST
is designed to fit growing feet; allows full toe play. Gives straight-line toe action. Barefoot freedom with protection.

HYGIENIC KEDS have breathable uppers; they're kept clean and odorless—the right way. Wash them like socks in plain soap and water.

They're not Keds unless the name Keds appears on the shoe.

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The record we'd most like to make...



WE'D LIKE to make a record as big as America...as big as its heart...as full of life and laughter as its spirit...as full of great courage as its history.

We'd like to make a record that reflects the beauty of America's countrysides...the grandeur of its cities.

We'd like to make a record big enough to capture the essence of America...as expressed in its music, its literature...the words of its leaders in every field.

We'd like to make a record that would compel every man and woman in the United States to stop and listen...and then say to himself, "Why, that's how *I* feel."

But America is just too big for one record ...and we know it. That's why we have set out to record it part by part. So that the sum of all your Decca Records may add up to a true-to-life portrait of our country.

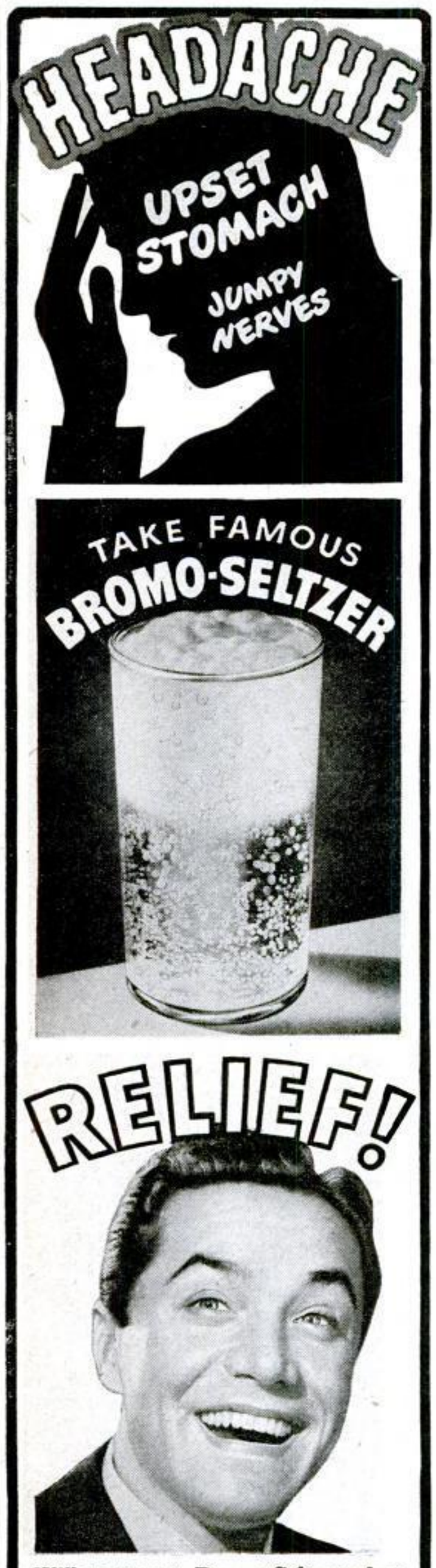
And remember—on Decca Records you not only hear whatever it is you most enjoy but you hear every syllable of the words... every note of the music.

Listen to America on

DECCA RECORDS

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Millions turn to Bromo-Seltzer when headache, upset stomach and jumpy nerves all strike at once. Because for many years, Bromo-Seltzer has been famous for fighting ordinary headaches three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

—all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter *today*. Compounded in four convenient home sizes by registered pharmacists.

For **FAST** *headache help*
BROMO-SELTZER
A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

the war. We'll just sit and take what comes. We aren't expecting too much."



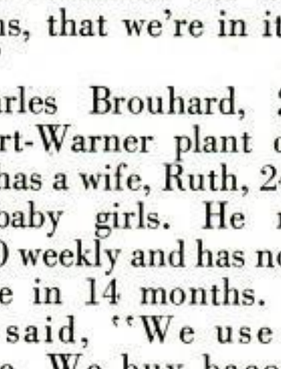
E. C. HEINKE

INDIANAPOLIS

Indiana farmers are preparing for the depression as Kansas farmers prepare for a cyclone. Robert McClanahan, cashier of the Napoleon Bank in Napoleon, Ind., says, "Farmers are paying off debts, saving as much as possible while farm prices are high. We're making only 10-year mortgages on property sales. We're demanding that new farm purchasers pay down as much as possible and pay the rest as fast as they can so they'll be able to hold their property when this thing hits." Said the owner of a small mill-supplies firm, "It seems to me we've already had a recession for several months, that we're in it right now."

Charles Brouhard, 27, a Stewart-Warner plant draftsman, has a wife, Ruth, 24, and two baby girls. He makes $77.60 weekly and has not had a raise in 14 months. Brouhard said, "We use margarine. We buy bacon for the kids but not ourselves. That would be a luxury. We got a bill the first of the month for our second baby. It was $75. The first baby cost $50 but my wages haven't increased.

"Yet I'd rather make a little less money and have prices come down. You don't hear much about strikes, only prices that are way too high. I'm restless about a lot of things, but maybe I'm not normal."



BARRON BESHOAR

DENVER

Denver's composite mood is one of uncertainty and jitteriness. Almost every individual feels that something (and he

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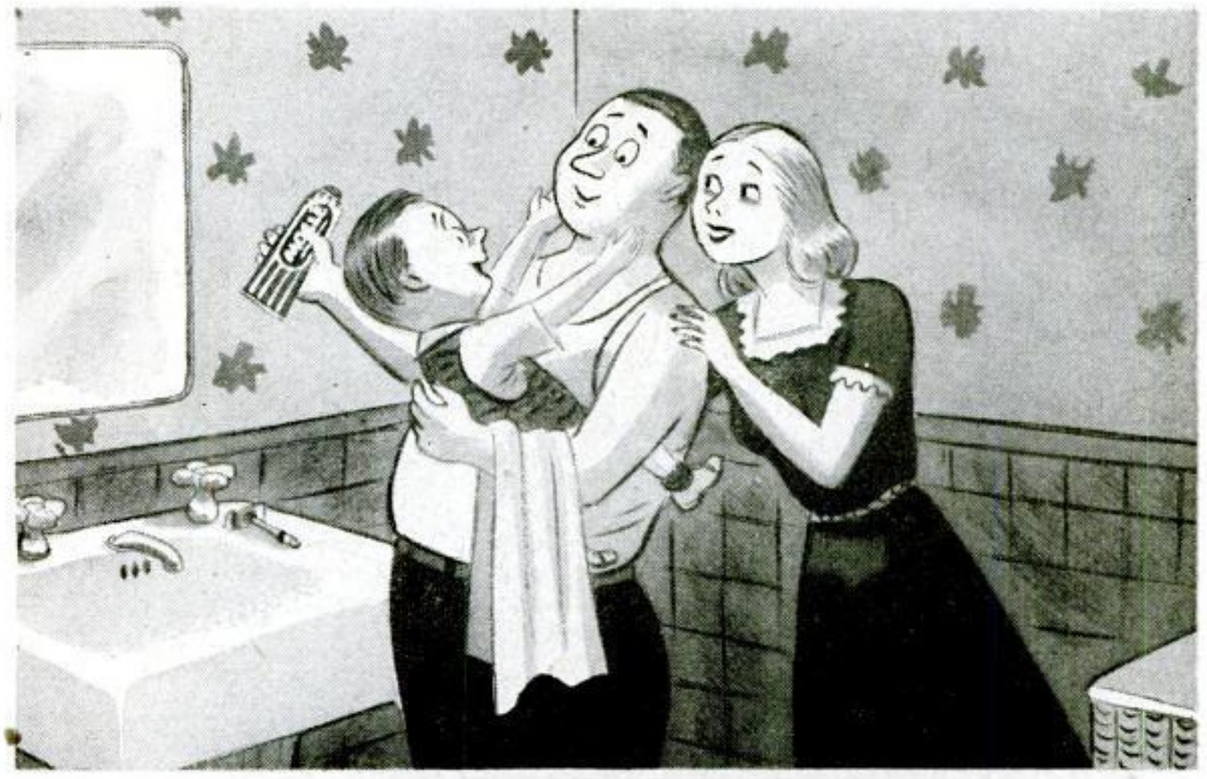


Rather snap at a shark than shave?

DOES YOUR face feel rough and raw after every shave? Does your heart sink at the very notion?

Then you have a combination many he-men have—wiry whiskers and tender skin. It makes shaving torture. But you don't have to suffer.

Not if you learn that...



You need a heavier cream to shave a tender skin!

MOLLÉ is a heavier cream. It's a brushless cream that bowls over the toughest beard and makes a breeze of a lighter one.

Since Mollé is heavier, it not only softens whiskers, it holds 'em straight up so your razor can mow 'em down with ease.

You shave faster, you shave closer, you shave easier, and you shave *painlessly* when you use Mollé. Try it. Pronounced "Mo-lay."



IN TUBES OR JARS

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A Beautiful Piano with a Magnificent Tone

LESTER *Betsy Ross Spinet*



. . . thrilling beauty

Rich, melodious tone . . . easy, featherlight action . . . plus distinctive styling make the Betsy Ross Spinet a thrillingly beautiful piano to hear . . . to play . . . to see.

Inside and outside, this is a quality piano . . . carefully constructed of the finest materials to give a lifetime of musical pleasure . . . to make playing a joy for children and adults.

Compact in size, the Betsy Ross Spinet is moderate in cost and guaranteed for ten years.

Made exclusively by the Lester Piano Manufacturing Company . . . builders of the world famous Lester Grand Pianos.

ONE *name quality price*

SOLD BY AMERICA'S FOREMOST PIANO DEALERS

Foreign Sales Office: H. A. ASTLETT & CO.—27 William St., New York 5, N. Y.

LESTER PIANO MANUFACTURING CO., LESTER 13, PENNSYLVANIA

Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage)

NAME_____

ADDRESS_____

CITY_____ STATE_____

MAIL THIS COUPON FOR ILLUSTRATED BOOKLET GG

hasn't the vaguest idea what that something may be) is in the offing, and that it is probably bad, but hopes "it" will hold off long enough so that "it" won't interfere with his present plans for himself—a new car, a vacation trip in June, peaceful afternoons at the ball park.

Businessmen are aware of the dangers in sky-high prices but as individuals feel helpless to do anything about them. One said, "I'm doing fine right now but I'm scared. Something is bound to give someplace, but what can I do?"

Although Denver has a building-trades strike the public is not too concerned. There is much more interest in the fact that Denver fielded its first professional ball team in many years this month when the new Denver Bears (a Yankee farm team) opened against Lincoln, Neb.

Said a lawyer with a modest practice, "I've given up worrying about strikes. We got a washing machine last week, and if our car just comes through in the May quota, no strike can hit me very hard."

People are hardened against big things, big events, big crises. A veteran Denver resident glanced at the first blackface story on the Texas City disaster and then flipped the pages of the Denver *Post* to find out how the Reds came out in their opening games with the Cardinals. "I ought to be ashamed," he said, "but I'm not. If it isn't one kind of a disaster it's another, and there wasn't anything I could do to help."



F. GOODWIN C. JONES

SAN FRANCISCO

In San Francisco there seems to be a growing nostalgia for OPA. The feeling is that price drops must come sooner or later. If that means a recession, people hope it will be a small one that won't affect them personally (other than stretching the buying power of their dollars). Rather than fearing recession, many apparently look forward to it with the mingling hope and excited dread that rides on the

CONTINUED ON PAGE 28

French's WORCESTERSHIRE GIVES *Scrambled eggs* wonderful new flavor



Melt in a skillet over a slow fire: 2 tablesp. butter or margarine. Beat and pour into the skillet: 6 eggs, 6 tablesp. milk, 3 teasp. French's Worcestershire Sauce, ⅛ teasp. salt, ⅛ teasp. paprika. As the mixture thickens break it into shreds with a fork. Serves 4.

TOPNOTCH QUALITY... costs less!

RUMPP WALLETS

Ride like a feather In Your Pocket

Slim and lustrous is the Rumpp wallet for you! Careful designing makes it thin. *Style Stitching with Nylon* saves weight, adds strength. Choice leathers and workmanship keep them handsome for years . . . the extra refinement of a purchase in best taste.



RUMPP Wallets and Letter Cases: Styles and colors for men and women.

Ask for other Rumpp leather products in leading stores. Look for the Rumpp trademark.

RUMPP "The Sterling of Leatherware"

C. F. RUMPP & SONS, Phila. 6, Pa. Since 1850

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"Johnny Mint"

in Squibb Dental Cream

leaves your mouth tingling

with refreshment. There



is no dental

cream like it.

Use it with Squibb

Angle Toothbrush—

bent like a



dentist's mirror

to reach more places.

* * *

You need both

to do the best cleaning job.



Companions in Cleanliness

•

SQUIBB DENTAL CREAM

SQUIBB ANGLE TOOTHBRUSH

You've got that springtime feeling

. . . with your teeth so clean

. . . mouth so fresh!



Your whole mouth feels fresh as a spring blossom after you brush your teeth with Squibb Dental Cream . . . the cream with delightful refreshment.

And that's especially true when you use it with the Squibb Angle Toothbrush—bent like a dentist's mirror to reach more places.

The Squibb brush and cream are a modern team for effective, delightful mouth care!

SQUIBB

A name you can trust

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All glassware isn't Crystal!



All adhesive bandages aren't **BAND-AID***

BAND-AID IS MADE ONLY BY Johnson & Johnson





Any tiny cut or blister can become infected. Never take a chance!

Cleanse the hurt properly. Then put on a BAND-AID Adhesive Bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

3 out of 4 families use BAND-AID Adhesive Bandages. Four times as many doctors recommend BAND-AID as any other adhesive bandage

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

second half of a parlay at the races. A bank employe predicted, "It will come in about six months and it will be like a healthy dose of salts."

An example of business thinking was evident in the annual report of Lingan A. Warren, president of Safeway Stores, Inc. (chain groceries): "Food and supplies should become increasingly plentiful during 1947, and while this will undoubtedly result in lower prices it should also serve to revive competition. . . . " He reported an $11 million net profit but warned that large inventories would make it impossible to avoid losses when food prices decline.



JOHN CAULEY

KANSAS CITY

Sammy Saputo, the headwaiter at Pusateri's Restaurant and Bar, was looking over the crowd that jammed the place. "People are tired of worrying," said Sammy. "It's the old wartime escapism. Today a lot of these people have been reading about the blast down in Texas. So they say, 'Let's go out and spend a few bucks and forget it.' But there ain't as much money floating around as there was. There's a big produce man over there who used to come in here and always order $3.50 steaks. Now he's eating the $2 kind. All this is causing me to be a little more careful with my dough. I always used to pay cash for my suits, but the last one I put on credit. I figured I might as well hang on to the money as long as I could."

In Merle Wilson's barbershop two men sat in the window seat watching the girls outside trying to cope with the wind.

"Know the difference between a city girl and a country girl on a windy day?" asked one man.

"I'll bite," said the other.

"Well, the country girl reaches for her skirt and the city girl reaches for her hat."

The boys got a laugh out of that, but it quickly subsided. No one told a joke like they used to in more carefree days.

IN GOLF
BOBBY JONES
was a consistant winner, four times U. S. National Open Champ; three times Open Champion of Great Britain.
HE HAD THE "EDGE"!



AND IN RAZOR BLADES
PAL
HOLLOW GROUND
HAS THE "EDGE" 5 ways—

1. Not just because the edges last longer
2. Not just because they shave smoother
3. Not just because the edges are keener
4. Not just because they cost less to use
5. Not just because they're uniformly perfect

but PAL Hollow Ground has the "EDGE" in ALL 5 WAYS!



RUST-RESISTANT
4 for 10¢ 10 for 25¢ 25 for 59¢
ECONOMY SIZE 50 for $1.
AT ALL GOOD STORES
PAL HOLLOW GROUND BLADES ARE MADE IN U. S. A., CANADA, GREAT BRITAIN AND SOUTH AMERICA AND ARE SOLD ALL OVER THE WORLD

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The shoe with the youthful feel

Air Step

Air Step Reg. U. S. Pat. Off.

7.95 to 9.95



Faithful and fresh as spring is this classic Air Step spectator. It typifies the lighthearted look of Air Steps–the light, sure-footed feel of Air Step's Magic Sole, whose soft, air-filled cushion gentles every step you take.

AIR STEP DIVISION • BROWN SHOE COMPANY • ST. LOUIS

GRUEN

presents the 1947 Class Leaders

(...and what it got them)



President Jones



A watch fit for *any* president — the handsome new Gruen Veri-Thin* Yale — in wafer thin, modern design.

$39.75



Historian Smith



She'll *make history* with the stunning new Gruen Veri-Thin Louise — sculptured watch beauty.

$39.75



Poet Kelly



How he'll scan this sleek, aristocratic Gruen Veri-Thin Chatfield and wear it with pride. **$49.75**



Secretary Stein



She'll keep the minutes in Gruen Precision time with the new Veri-Thin Dorcas (sweep second hand). **$49.75**



Handsome Abbott

The first real competition for his own charm . . . the ultra new, patented Veri-Thin Harvard.

$59.50



Beautiful Lee



In keeping with her loveliness—the exquisite Gruen Curvex* Coquette —a masterpiece in curved accuracy.

$71.50



Most Fun McCarthy



He'll have more fun than ever — with his new Gruen Pan American* Challenger — 24 hour dial — sweep second hand — expansion bracelet.

$71.50



Most Studious Macy



Fitting reward for hours of study — the exquisite new Gruen Veri-Thin Romaine — with two sparkling diamonds. **$175.00**



Most Likely Cooper



His secret — smart timing, will be Precision perfect with the handsome new Gruen Curvex Sovereign.

$125.00

Favorite of graduates for more than 70 years...Gruen ...the Precision watch is the finest gift of all. Gruen ...official timepiece of Pan American World Airways. At Gruen Jewelers only, $33.75 to $4000 including federal tax.

GRUEN
THE PRECISION WATCH

*T.M. Registered U.S. Pat. Office

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LIFE

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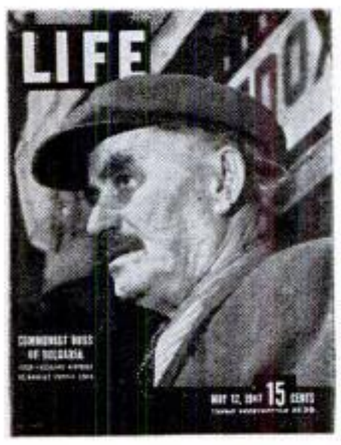
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LIFE'S COVER

The old man in the battered cap on LIFE's cover is Georgi Dimitrov, one of the great figures of international Communism. In 1933, when the Nazis tried to pin the blame on the Communists for the Reichstag fire, Dimitrov was the key defendant. His skillful defense at the trial turned Göring into an enraged, spluttering fool and the whole Nazi plot collapsed. In 1945, to become Prime Minister of Bulgaria, Dimitrov ended a long exile and renounced his adopted Soviet citizenship. The pictorial report on Communist-run Bulgaria (*pp. 33–41*) shows that Dimitrov has lost none of his old skill.

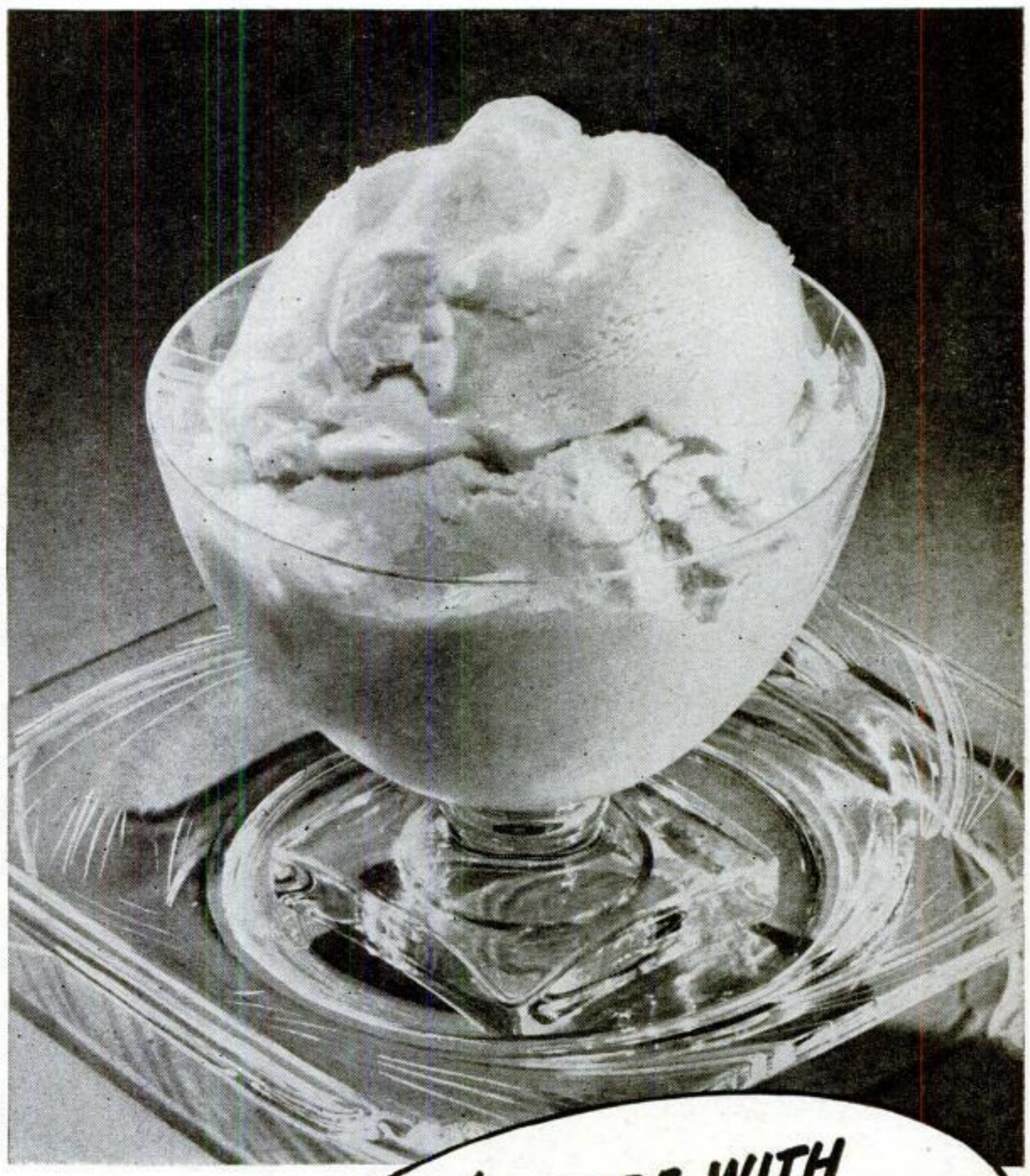
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VELVETY ICE CREAM

Made with no extra sugar!



IT'S MADE WITH EAGLE BRAND

QUICK! EASY! EXTRA CREAMY! FOOLPROOF RECIPE!

VANILLA ICE CREAM
(*Automatic Refrigerator Method*)

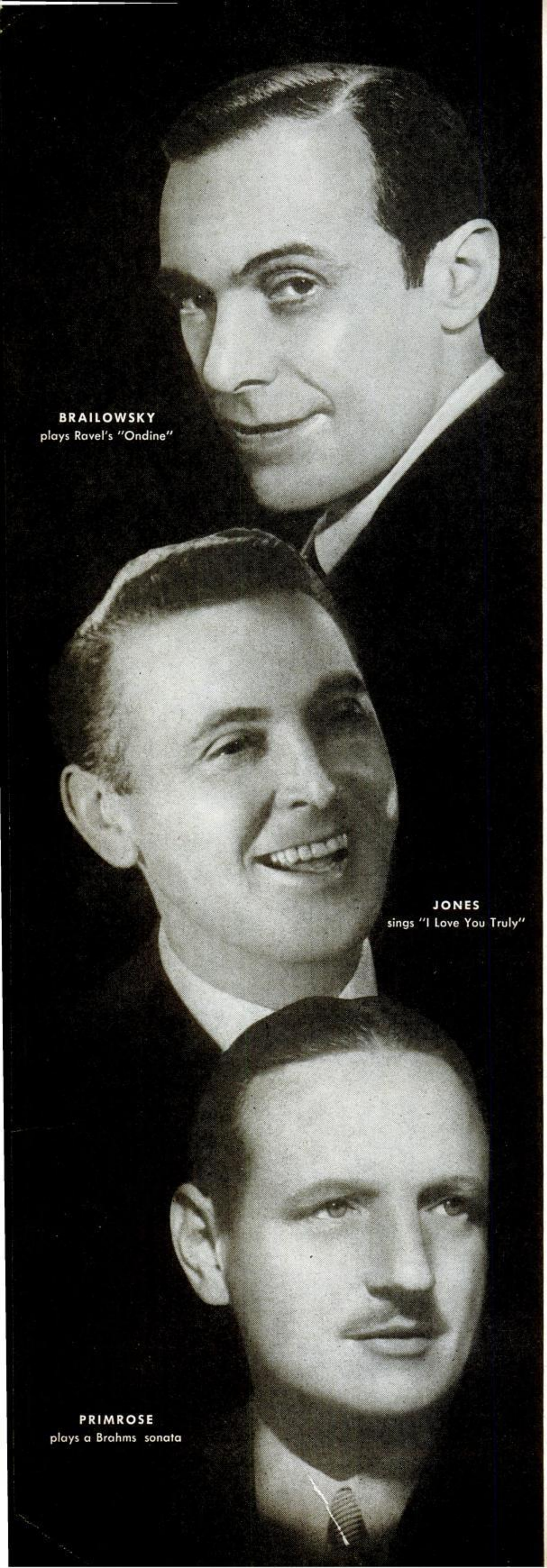
⅔ cup Eagle Brand
½ cup water
1½ teaspoons vanilla
1 cup chilled cream or evaporated milk

Set refrigerator control at coldest point. Mix Eagle Brand Sweetened Condensed Milk, water, and vanilla. Chill. Add cream or evaporated milk. Mix well. Freeze rapidly in freezing unit of refrigerator until half frozen. Scrape from freezing tray into chilled bowl. Beat until smooth but not melted. Replace in freezing unit. Before mixture is completely frozen, beat again until smooth. Finish freezing. Serves 5.



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plays Ravel's "Ondine"

JONES
sings "I Love You Truly"

PRIMROSE
plays a Brahms sonata



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LIFE
Vol. 22, No. 19 May 12, 1947



YOUNG COMMUNISTS MARCH THROUGH SOFIA'S "NINTH OF SEPTEMBER" SQUARE UNDER POSTERS OF PREMIER GEORGI DIMITROV AND HIS INFLUENTIAL FRIEND

BULGARIA GETS THE "NEW DEMOCRACY"

PHOTOGRAPHS FOR LIFE BY DAVID DOUGLAS DUNCAN

Last week, while a United Nations commission was finishing up its investigation of Soviet expansion in the Balkans, LIFE Photographer David Douglas Duncan flew back to the U.S. with a pictorial report on one of the biggest trouble spots in the commission's itinerary: Communist-run Bulgaria.

Most Americans have always thought of Bulgaria in terms of comic-opera wars and attar of roses. But since the war, when an opportunistic coalition surrendered to the Russians (*pp. 34-35*), Communists have been calling the country "one of Europe's new democracies." Bulgaria is neither. Actually it is a testing ground for Stalinist Communism.

Red seed has seldom been sown on rockier land. Unlike Poland and Hungary, Bulgaria has no great feudal estates. Eighty percent of the population is peasant, and nearly every peasant owns his own land and wants to keep it (*pp. 36-37*). Bulgaria has relatively little industry, and its mines and transport have long since been nationalized. There is no large, militant industrial class to provide a mass Communist base.

Yet today Bulgaria is a Stalinist state, run by famed Bulgarian Communist Georgi Dimitrov, whose relationship to Stalin and Soviet Russia is far from concealed (*above*). How Dimitrov has utilized his office—and his connections—to spread Soviet control through Russia's Black Sea neighbor is shown in Duncan's photographs, many of which had to be taken by eluding official guides.

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GOVERNMENT'S UNEASINESS is dramatized by this display of pocketknives, screwdrivers, bottle-openers deposited on table outside doors of National Assembly. Every galleryite must submit to thorough search, must surrender his "weapons" and identification cards. After the assembly session, the cards and gadgets are returned.

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OPPOSITION LEADERS Krustio Lulchev (*left*), Petko Stoyanov (*center*) and Nikola Petkov were ousted from the Front after Communists took over.

REDS RUN THE COUNTRY

NATIVE COMMUNISTS CONTROL "COALITION"

The way in which the Communists took over Bulgaria follows the approved Soviet pattern for dealing with neighboring countries. In 1944 Russia declared war against Axis-allied Bulgaria, whereupon a coalition government called the Fatherland Front seized power and surrendered. Under the shrewd leadership of International Communist Georgi Dimitrov (LIFE's cover), the Reds have gained full control of the coalition and have exiled 9-year-old King Simeon.

With Russian troops and a purged Bulgarian army behind him, Prime Minister Dimitrov is absolute boss. He allows mild opposition (*above*), permits them to hold rallies. But Communist agents, locking arms and holding off the crowds, quickly break up the meetings. Newspapers operate without censorship, but only if they do not get too critical. The F.F. is instituting some desirable reforms but in some undesirable ways. Their public works program will increase production, yet the work is being done by drafted labor battalions. Last fall the government engineered an election that gave it a majority. Despite this and despite Bulgarians' long experience with changing dictatorships, it is probable that only 25% of the people actually support the F.F.



RALLY of Youth Brigade is exhorted by Dimitrov. He has been famous Red hero since Nazis arrested him for the Reichstag fire and he confounded them by winning acquittal from Nazi jury.



COALITION BOSS is Secretary-General Tzola Dragoïcheva, former village schoolteacher who directs purges.



PRESIDENT of Bulgaria is the Russian-trained Vasil Kolarov, a good Communist who takes Dimitrov's orders.



HEAD OF ORTHODOX CHURCH, Metropolitan Stefan I, has been wooed by a Moscow gift of $250,000.

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CITY LIFE can be pleasant. This is the home of Constantin Petkanov (*left*), one of Bulgaria's best-known writers. Petkanov works for the government in the Ministry of Information. His actress wife and his two daughters are in the combination living and dining room of their small flat.



CITY SHORTAGES are acute, partly because of heavy Soviet requisitioning. At the baker's (*above*), Bulgarians queue up for bread rations, but there is little bread. Below, the government replaces the old royalist currency with new issues. It now limits all Bulgar families to $40 a month.





ONLY THE OLD AND VERY YOUNG ESCAPE RED TRAINING

CITY AND COUNTRY

URBAN AND FARM LIFE IS PROUD BUT POOR

Both the independence and the misery of Bulgaria are rooted deep in its much-loved soil. Nearly everyone came originally from farm villages like Bistriza (*opposite*). Prime Minister Dimitrov was a Samakov printer, and Coalition Boss Tzola Dragoïchova once taught school at Byela Slatina (*map*). To the older peasants their tiny tobacco and vegetable plots and their livestock and poultry were proud symbols of independence, even though they seldom made ends meet. As Agrarians and old-fashioned Socialists, they established cooperatives, won land reforms and universal education. Even so, living was poor and hard.

It is the sons of such villagers, taught in Bulgaria's free schools and resenting the grim demands of the soil, who have formed the hard core of Bulgarian Communism. They have helped to communize the schools, now seek to collectivize the land. In other countries the seizure of feudal estates has been popular. But in Bulgaria it means taking the land of small, independent farmers. It is these fathers and brothers of Sofia's collectivists who most oppose the government, viewing it with somewhat the same distrust once shown the AAA by America's independent Western farmers. The Soviet Union's requisitioning of Bulgar feed has not made Dimitrov's Two-Year Plan any easier to sell.

Despite the government's frequent reprisals against peasants opposing the program, the Bulgars still speak up. One old man told a visiting American that Bulgaria today is like the Garden of Eden. "How is that?" asked the American. "We're all naked and eating apples," he explained.



SQUEEZED against the Black Sea, Bulgaria has always coveted and has often fought to possess Macedonia and Thrace. Soviet Union may back her claim now.

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RURAL SCENE in Bulgaria is always dominated by tile-roofed houses. Bistriza, on the shoulder of Mt. Vitosha southwest of Sofia, is one of the many agricultural communities. Blooming trees are parts of the orchard which surrounds the village, while uplands in the distance are pastures. Although the land is fairly distributed there is not enough for all.

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GUSLA NATIONAL CHOIR is composed of doctors, postmen, students, small businessmen. Most of the 80 members are of peasant origin. Here they wear colorful silk shirts embroidered with peasant patterns peculiar to their home areas. In prewar European competition the choir won championship over 136 other choral groups.

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THE SOFIA BALLET DANCES THE STORY OF A FIERCE PEASANT LOVE AFFAIR THAT ENDS IN FIERY TRAGEDY. SETTING OF THE BALLET IS A SMALL BULGARIAN VILLAGE

CULTURAL ESCAPE

BULGARS' FRUSTRATED TALENTS ARE POURED INTO ALL THE ARTS

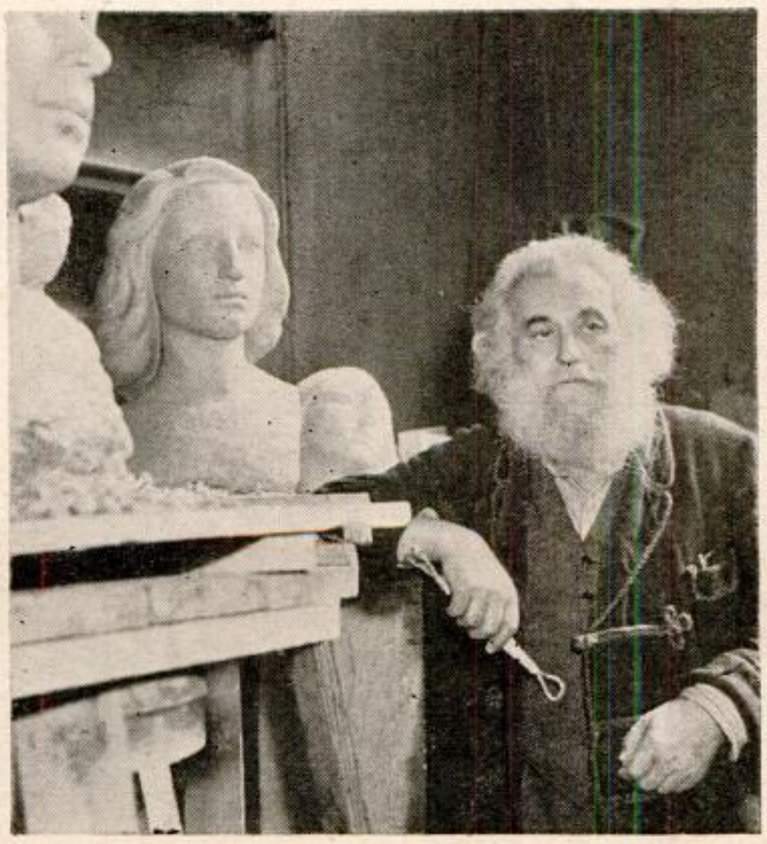
On moonlit nights the Bulgars like to stroll the streets and serenade the world with their guitars and accordions. But there is no hint of Latin languor in the Bulgarian rhapsody. The Bulgars sing, dance, paint and sculpt as passionately as they politick and make love.

The present government has encouraged cultural pursuits, and many Bulgarians have found them a relief and escape from oppressive reality. The great Gusla National Choir (*opposite*), best in Europe before the war, is still immensely popular. Critics call some Sofia ballets (*above*) the equal of anything ever offered by Moscow's Bolshoi.

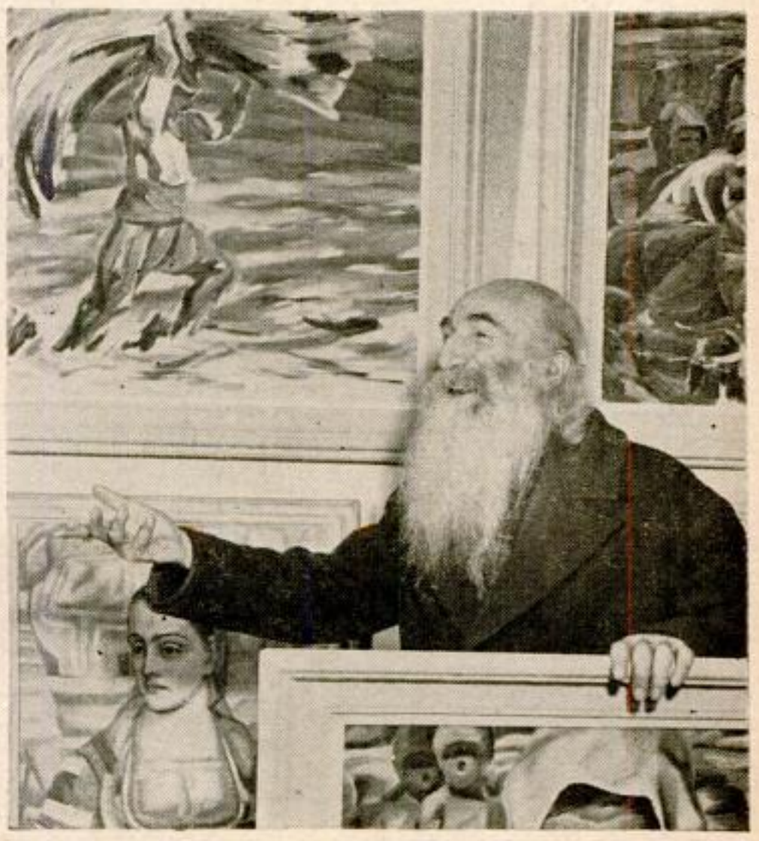
The brilliant work of 73-year-old Painter Vladimir Dimitrov (*below, right*), no kin to the premier, is well known to every Bulgarian art lover. The music of Composer Pantcho Vladiguerov (*lower left*) is played by all of Bulgaria and much of Europe.



COMPOSER Pantcho Vladiguerov recently toured Europe, is famed for his *Bulgarian Rhapsody* and *Concerto*.



SCULPTOR Andrai Nikolov studied in Italy, weathered the Allied bombings in his big, glassed-in studio.



ARTIST Vladimir Dimitrov, "The Master," paints rich canvases of Bulgar peasant life. He never signs them.

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UNDER THE RED STAR

THE OLD HAVE DOUBTS BUT THE YOUNG HAVE PARADES

The streets of Bulgaria are filled with the sound of marching feet, a sound frighteningly reminiscent of the days before the war. There are 60,000 Russian troops stationed in the country, a force twice as large as in Bulgaria's army. The Russians march in close formation (*below, left*), singing lustily as they go. The silent marchers are Bulgarian youths, conscripted to work on Communist projects (*below, right*). Even the girls are taught how to march. In Bulgaria today everybody marches but the old people.

This is part of the plan. Bulgaria's Communists are concentrating on the country's youth, giving them parades, celebrations and other planned activities. They are taught the advantages of their "new democracy," especially in contrast to the governments of the Western democracies, or the "monarcho-fascists." And always before the youth of Bulgaria are poster pictures of their nearby benefactor.

Sometimes Bulgaria's older men tire of watching their young people forever marching, grow weary of the campaign songs of the Russian troops. But as long as they do not interfere with the new program, they are free to wander off and sit in the sun. No one stops them when they gather in tiny groups (*opposite*) and talk among themselves, in carefully guarded tones, of course, of the days when hammer-and-sickles were not splashed on the walls of their cities and when they could still hope for independence.



BEFORE the Balkan commission arrived Stalin's picture hung on statue.



AFTER commission arrived it found picture had mysteriously disappeared.



SOVIET TROOPS MARCH past National Assembly Building. These Red Army youths have orders to behave, keep to themselves. They have never fraternized with Bulgarians.



LABOR BRIGADES MARCH off to work on government project with less enthusiasm than singing Red soldiers. When youths ignore Red call, the F.F. conscripts them.



GIRLS LEARN TO MARCH in athletic field of Sofia high school. Here their Russian-trained leader teaches them a kick that resembles the famed goose step. Communists in Bulgaria are concentrating their effort on recruiting young high-school students for their parades, celebrations and, eventually, their work. Students have always been susceptible.

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THREE OLD MEN DREAM OF VANISHED HOPES
UNDER EMBLEMS OF BULGARIA'S NEW ORDER

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EDITORIAL

HOW FARES THE G.O.P.?

IT WOULD FARE BETTER BY WORRYING LESS ABOUT THE WHITE HOUSE, MORE ABOUT ITS JOB

After last November's elections it seemed a fair bet that only one thing could defeat the Grand Old Party in 1948, namely the G.O.P. itself, or rather the Republican majority in Congress, whose probation is now nearly five months old. How are the Republicans doing?

As can be seen from a reporters' round-up on the state of the nation (*p. 19*), the American people generally are in a mood of somewhat fretful pessimism, from which the Republicans naturally do not benefit as they might have before they won the election. Asked specifically about the Republicans' standing, our correspondents gave mixed appraisals. For example, from Los Angeles: "Influential vote of moderate labor as represented by A.F.L. councils here being alienated by Taft-Hartley labor control bills. But high Republicans feel the party won't be injured half so much by passing tax and labor bills as they will be if they don't pass them." From Denver: "Party's stock declining fast in mountain area on account of slowness on labor laws, failure to demonstrate decisive leadership." Says Kansas City: "People are getting pinched for cash now and are all for that tax cut. But you hear a lot of them saying that the rich guys are going to get the big break." From Des Moines: "Cannot notice any loss of G.O.P. popularity here."

Here and there the Republicans have lost friends because of their ambiguous handling of the Lilienthal affair. Others deplore the proposed cuts in foreign relief shipments. Others, noting the legislative energy spent on the anti-third term amendment and on the name of Hoover Dam, conclude that Republicans are small minded. But the report that seems to us most significant came from the Middle West, where the Republican party was born.

In the second Wisconsin district, which the Democrats have won just once in 35 years, the Republican candidate in a special congressional election last fortnight squeaked through with a majority of only 921 out of 47,000 votes cast. "Republicans just stayed home," runs the report. "They were disgusted with their party leadership." Adds our Madison representative, "The people don't give a damn."

Labor and Taxes

If that is really the political undercurrent, the Republicans have more to worry about than even their severest critics supposed. For even though they ride into the White House on this current next year, they will have a country scarcely worth governing. What is the point of calling it a democracy if the people and their representatives are that far apart?

The two subjects closest to the heart of the Republicans in Congress are tax reduction and labor law reform. Nobody is enthusiastic about the way either has been handled. Those who are against tax reduction and labor law reform are sorry they are being handled at all. Those who are for them resent the delay in getting action. Whether you originally hoped much or feared much from the Republican Congress, the chances are you have lost the keen edge of expectation.

Whose fault is this new boredom? In part it is the electorate's. Congress is not the White House, and a new party can never "take it over"; it can merely give a new direction to its always glacial progress. Almost by definition Congress is always a bore.

When this is granted, the record of the Republicans in Congress takes on a rather impressive consistency of purpose. They told us last November that they would reduce taxes and curb labor. Well, they have written a labor bill and are in a very good position to reduce taxes. Moreover they are doing this in accordance with some very definite guiding principles. Harold Knutson, who is nothing if not Republican, put it this way in explaining his insistence on a 20% tax cut. Said he, "There is more at stake in this issue than relief for 44 million hard-pressed taxpayers. . . . The continuation of our system of private enterprise is involved. . . . So long as taxes remain where they are, there can be no incentive for anyone to risk money in new ventures and new business, which will make more jobs. Small business is under a great handicap. . . . The measure passed by the House . . . is intended to encourage venture capital and thereby to keep our economy in a healthy and expanding condition."

The same sincerity of conviction must be granted to Senator Ball, Congressman Hartley and the other "enemies of labor" who have fought so hard for radical changes in our basic labor laws. Surely the electorate favored a new labor law; surely it favored the kind of successful and expansive free capitalism with which the Republican party has been identified in the past. Why, then, have the voters grown so indifferent to the legislative working out of the G.O.P. crusade?

The G.O.P. Error

In large part it is the Republicans' own fault. They have sullied their crusade with political opportunism of the crass and lazy kind which many Americans rather hoped they were voting out, not in, last November.

Take the labor bill. The House got to work promptly on a labor bill and adopted a very tough one—too tough. But its best features were readily adopted by the Senate Labor Committee, which reported a bill with these main provisions: 1) it bans the closed shop and restricts the union shop; 2) it excludes foremen from rights under the Wagner Act; 3) it grants free speech to employers (which the Wagner Act has limited); 4) it separates the prosecuting and judicial functions of the National Labor Relations Board; 5) it defines unfair practices of unions and authorizes NLRB to enjoin jurisdictional strikes and secondary boycotts; 6) it makes unions suable and subject to financial accounting; 7) it gives the Attorney General special powers against strikes in interstate transportation, communications or utilities.

Instead of settling for these reforms, however, the Republican leadership has stalled and higgled over amendments which are for the most part either unnecessary or merely punitive. Some Republican senators support these amendments on the ground that they will make it easier to get together with the House. But others, and Senator Taft seems to be their leader, are less concerned with getting a good labor bill on the statute books than they are with a primitive political game known as "putting the White House in the hole." They expect, nay invite, a White House veto of their measure. Thus, unless they can override the veto, we may get *no* labor reform this session. The onus, these Republicans hope, will be on the President.

This "putting the White House in the hole" is a childish prolongation of the game that went on so long between F.D.R. and his Congress. It was F.D.R. who usually managed to put Congress in the hole by casting himself in the role of an obstructed crusader. Insisting on their "turn," the Republicans now want to cast Harry Truman as the obstructionist. But if the Republicans were true crusaders, they would have ignored Truman politically and consulted him legislatively—the exact opposite of the F.D.R. technique. This would also have been better Republican politics. For if they could get the irritating memory of F.D.R. out of their heads, the Republicans might wake up to the fact that Truman, shorn of the adventitious glamour they are handing him, is a political cipher.

Easy Politics Are Bad Politics

The Republicans still carry the hopes of most forward-looking Americans. Yet their task, if they want to keep those hopes alive, is more complicated than they appear to realize. Even the job of reviving free enterprise is not so simple as it may seem to an old guardsman. In the primitive ax-wielding fervor of Harold Knutson and John Taber, one slashing taxes and the other the budget, the Republicans have a great emotional asset for their crusade. But if they let mere emotion and political opportunism govern their treatment of a very delicate operation, they will do legislative harm to free enterprise and political harm to themselves.

The political philosophy of the New Deal was reduced to its most cynical terms in the phrase attributed to (and disowned by) the late Harry Hopkins, ". . . Spend and spend, tax and tax, elect and elect." No wonder Americans turned apathetic toward the New Deal before its end! But a Republican philosophy which is nothing but "unspend and untax" is no more interesting than the Hopkins formula, even if it is any better for the country.

Let the Republicans in Congress stop worrying so much about '48. Getting good laws on the books is more important and better politics too.

PICTURE OF THE WEEK: ➔

On May Day, just after leaving her fiance, 23-year-old Evelyn McHale wrote a note. "He is much better off without me. . . . I wouldn't make a good wife for anybody," she wrote. Then she crossed it out. She went to the observation platform of the Empire State Building. Through the mist she gazed at the street, 86 floors below. Then she jumped. In her desperate determination she leaped clear of the setbacks and hit a United Nations limousine parked at the curb. Across the street photography student Robert Wiles heard an explosive crash. Just four minutes after Evelyn McHale's death Wiles got this picture of death's violence and its composure.

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AT THE BOTTOM OF EMPIRE STATE BUILDING THE BODY
OF EVELYN McHALE REPOSES CALMLY IN GROTESQUE BIER
HER FALLING BODY PUNCHED INTO THE TOP OF A CAR

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WASHINGTON BRASS WELCOMES ALEMAN

Banquet in the capital is climax of the Mexican president's visit

A rousing, 21-gun welcome for President Miguel Alemán of Mexico reached a climax on the evening of April 30 when top Washington brass was gathered for a formal dinner (*above*) in the Mexican Embassy. The receptions started 28 hours before, when B-29s and fighter planes roared over Washington's National Airport as President Alemán alighted from President Truman's private plane. There followed a series of parades and parties more lavish than anything the capital has seen since prewar days. The welcome was staged by a hard-pressed Department of State which felt obliged to reciprocate for the magnificent welcome given two months ago to President Truman in Mexico. In general the performance went well although here and there the scenery showed signs of hasty construction. On Pennsylvania Avenue, among the flags festooning the lamp-posts, Italian flags—which resemble Mexico's—appeared. Officials lamely admitted that there had not been enough Mexican flags to go around. At the banquet some of the guests were distressed to discover that splotches of gilt, applied to their chairs shortly before, had come off on their dinner clothes. However when Presidents Truman and Alemán jointly announced two days later that the Export-Import Bank had approved a $100 million loan to Mexico, the guests were pleased to write off their cleaning bills to the account of good-neighborliness. The guests:

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1) State Department Chief of Protocol Stanley Woodward; 2) White House Press Secretary Charles G. Ross; 3) Señora de García Jurado, wife of Mexican naval attaché; 4) Assistant Secretary of State Spruille Braden; 5) Mrs. Harry H. Vaughan, wife of Truman's military aide; 6) former Ambassador to Mexico Josephus Daniels; 7) Mrs. Ross; 8) Under Secretary of State Dean Acheson; 9) Mrs. Braden; 10) Secretary of Agriculture Clinton P. Anderson; 11) Mrs. Tom Connally; 12) Mexican Minister of Finance Ramón Beteta; 13) Mrs. James V. Forrestal; 14) Mexican Ambassador Antonio Espinosa de los Monteros; 15) Mrs. Arthur H. Vandenberg; 16) Brazilian Ambassador Carlos Martins; 17) Señora de Espinosa de los Monteros; 18) President Truman; 19) President Alemán; 20) Mrs. Truman; 21) Speaker of the House Joseph W. Martin Jr.; 22) Mrs. Fred M. Vinson; 23) Senator Arthur H. Vandenberg; 24) Mrs. Anderson; 25) Secretary of the Treasury John W. Snyder; 26) Mrs. Lewis B. Schwellenbach; 27) Secretary of the Navy James V. Forrestal; 28) Mrs. Chester H. Nimitz; 29) Mexican Director of Social Security Antonio Diaz Lombardo; 30) Mrs. Matthew J. Connelly; 31) Fleet Admiral Chester W. Nimitz; 32) Mrs. J. Cary Jones, wife of Alemán's temporary naval aide; 33) Ambassador to Mexico Walter Thurston; 34) Señora de Ruiz, wife of Mexican military attaché; 35) White House Secretary Matthew J. Connelly; 36) Acting Director General of the Pan American Union Dr. Pedro de Alba; 37) Merriam Smith, United Press; 38) Rear Admiral James H. Foskett; 39) Lieut. General Matthew B. Ridgway; 40) Mexican Representative to the Pan American Union Luis Quintanilla; 41) Miss Vera Bloom, daughter of the congressman; 42) General Carl A. Spaatz; 43) Mrs. Foskett; 44) Representative Charles A. Eaton; 45) Señora de Alba; 46) Fleet Admiral William D. Leahy; 47) Mrs. Spaatz; 48) Secretary of Labor Lewis B. Schwellenbach; 49) Mrs. Acheson; 50) Attorney General Tom C. Clark; 51) Mrs. Robert P. Patterson; 52) Secretary of State George C. Marshall; 53) Senhora Martins; 54) Chief Justice Fred M. Vinson; 55) Mrs. Marshall; 56) Mexican Foreign Minister Don Jaime Torres Bodet; 57) Mrs. Clark; 58) Secretary of War Robert P. Patterson; 59) Mrs. Dwight D. Eisenhower; 60) Senator Tom Connally; 61) Señora de la Colina, wife of the Mexican minister plenipotentiary; 62) General of the Army Dwight D. Eisenhower; 63) Mrs. Woodward; 64) Representative Sol Bloom, ranking minority member of the House Foreign Affairs Committee; 65) Miss Drucie Snyder, daughter of the Secretary of the Treasury; 66) White House Secretary William D. Hassett; 67) Secretary to President Alemán Jorge Viesca Palma; 68) Assistant to the Head of the Federal District (Mexico City) Alejandro Carrillo.

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MAYOR BEN F. STAPLETON OF DENVER SPRAWLS FORWARD AFTER MISSING FIRST PITCH OF SEASON. MAN AT RIGHT IS REPORTER FOR ANTI-STAPLETON "POST"

MAYOR STRIKES OUT

Democrat falls flat on his face reaching for a Republican curve

The man stretched across home plate in the picture above is Mr. Ben F. Stapleton, the mayor of Denver, Colo. Mr. Stapleton is a dignified Democrat of 73 who has been mayor for 20 years and has hopes of still being mayor after the May 20 municipal election. On May 1, however, he struck out on a Republican curve when Denver opened the Western League baseball season. The mayor stepped to the plate bravely. The pitcher, G.O.P. Congressman Richard M. Nixon of California, went into his wind-up. The mayor swung mightily, missed and fell flat on his face (*above*). He got up unhurt and the crowd applauded. A photographer for the Denver *Post* recorded the incident, but the picture was not published in Denver. The anti-Stapleton *Post*, which has been claiming that the mayor is too old, preferred not to make a martyr of Stapleton, one of the most powerful of U.S. municipal autocrats.

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"MAKE THE BEST BETTER" is the motto of the Jolly Soldiers 4-H Club of Crawford County, Iowa, among whose members are Mr. and Mrs. Fred Knop and their ten children. Next time someone mentions the American farmer, think of this family picture. It will give you a good idea of the kind of citizens upon whom we depend for most of the food we eat, much of the clothing we wear, and many exciting new industrial products from the soil.

Portrait of tomorrow

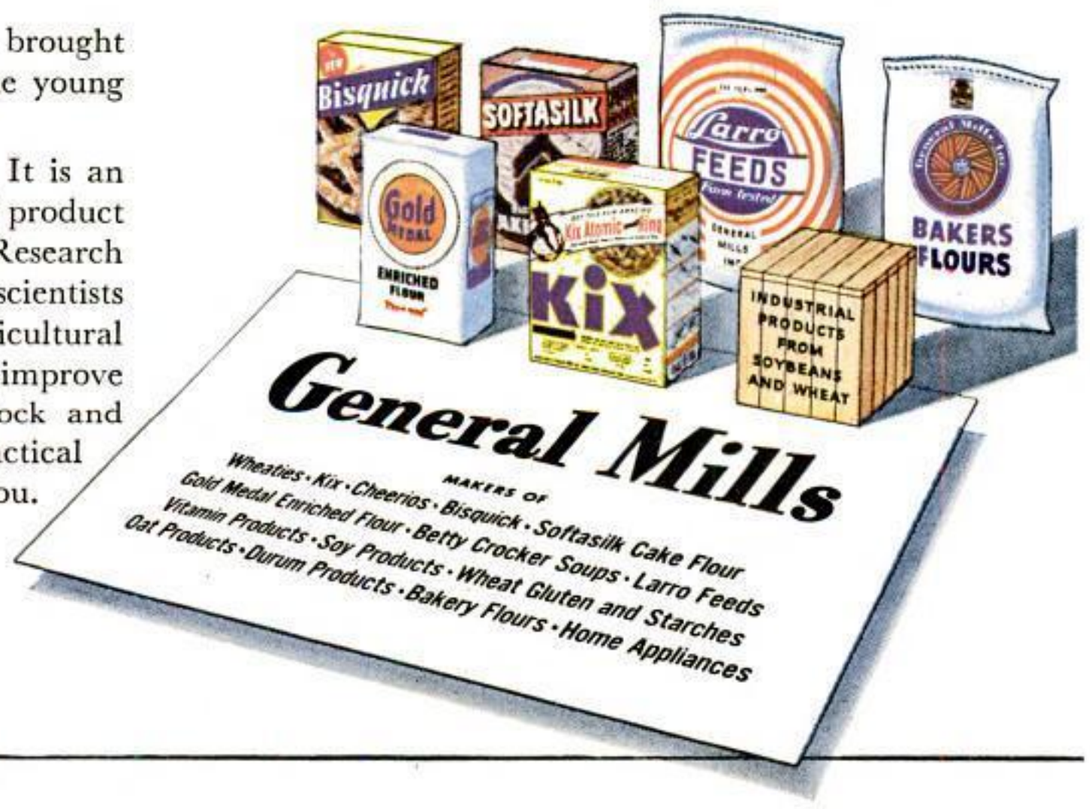
Why do we print this family portrait?

Because we at General Mills have a tremendous stake in the people who live on American farms. We depend upon them for things they raise—last year some $200,000,000 worth. And they buy back from us the flours, cereals and feeds we make from these things—on which our profit has averaged a little under 3¢ on the dollar for the last ten years.

Because of our vital interest in agriculture, we have working with us a man who devotes his entire time to rural youth. For 30 years "Dad" Erickson, like other youth leaders, has dedicated himself to rural boys and girls. Through the understanding efforts of such rural youth leaders, we feel that government, industry and agriculture have been brought closer together for the benefit of the young people of rural America.

General Mills itself runs a farm. It is an ordinary farm, except that its chief product is not food, but facts. At the Larro Research Farm—not far from Detroit—our scientists are working hand in hand with agricultural schools and government agencies to improve the breeding and feeding of livestock and poultry. Farmers are turning these practical facts into more and better food for you.

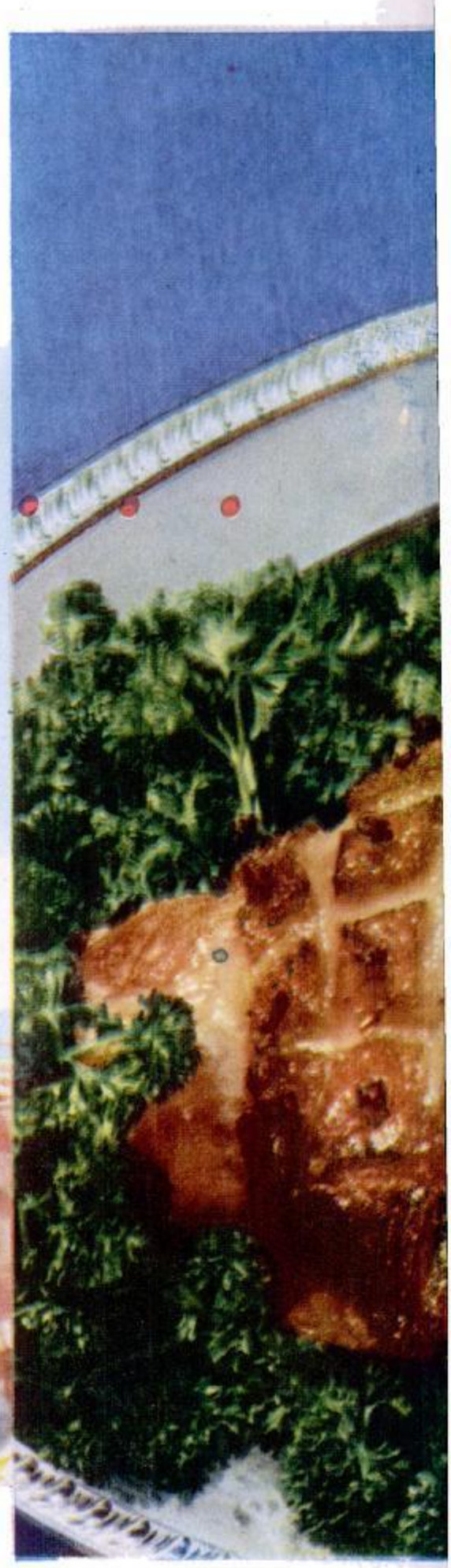
We're doing what we can to help make life pleasant and profitable for the Knops because their future is our future—and the future of all America.



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WHAT A SWIFT LIVESTOCK BUYER REALLY SEES





Farsighted ***is the word for Swift buyers! For they see far more than pork and beef and lamb on the hoof. They see meat on your table . . . rich, flavorful hams . . . tender steaks . . . juicy roasts and chops. These veteran specialists represent just one of the many reasons why, when you buy meat bearing the famous Swift's Premium brand, you're really getting*** **the finest of the fine.**

You'd have to see it to believe it—the speed and accuracy with which Swift & Company's livestock buyers size up stock on the hoof. From a few moments' inspection of the thousands of animals they buy, these long-experienced experts can determine, swiftly and surely, which of these specimens are most likely to have Swift's Premium brand qualifications.

But experienced livestock buying is only a *first step* in selecting those choice cuts of meat which are qualified to bear the famous Swift's Premium brand name. All along the line, through every phase of processing, inspection and grading, Swift sees that its

These Swift Quality Foods are representative of the excellence of all products bearing the name Swift . . . now as always the finest of their kind.



SWIFT'S PREMIUM HAM



SWIFT'S PREMIUM BACON

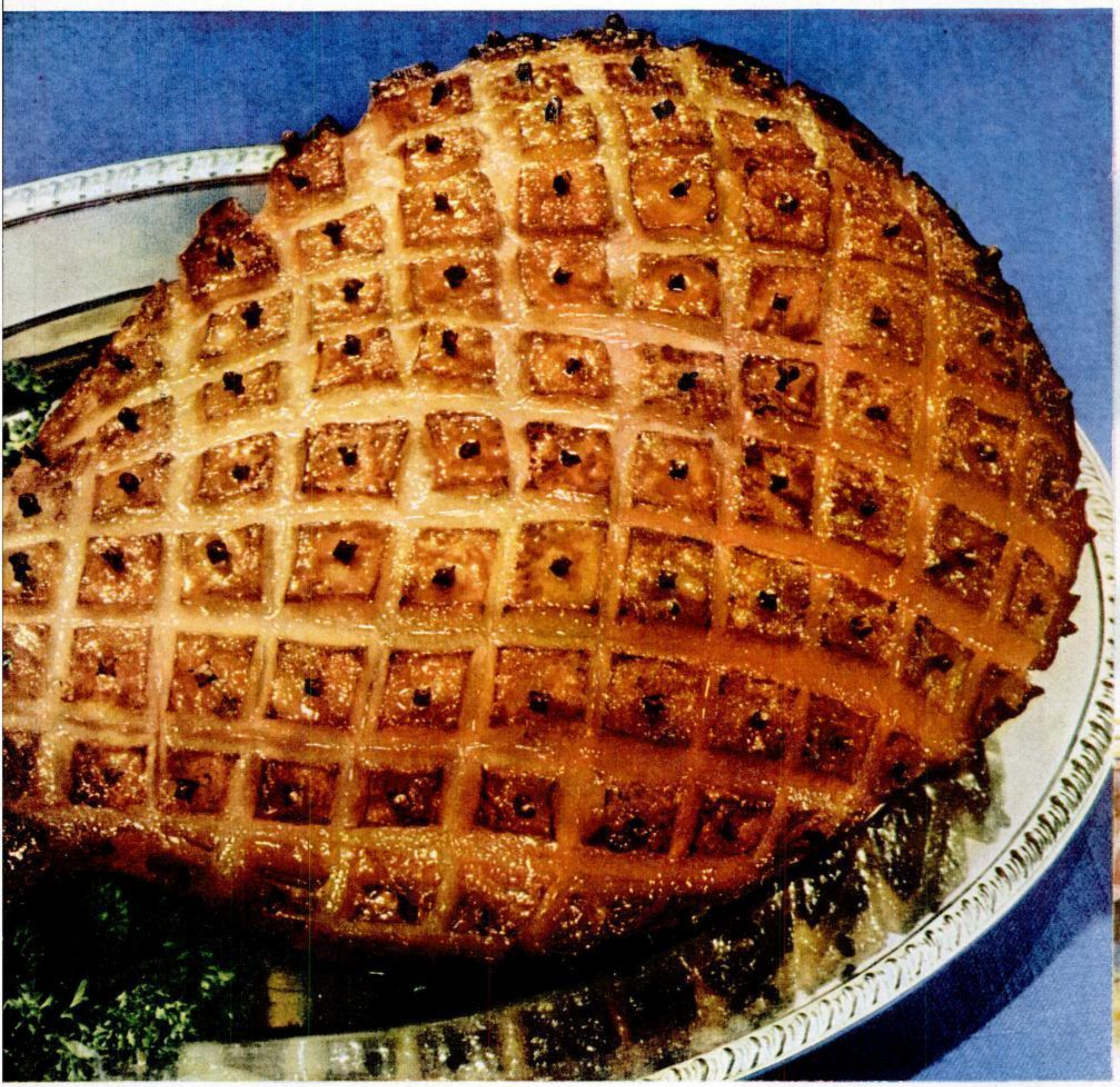


SWIFT'S PREMIUM LAMB



SWIFT'S BROOKFIELD SAUSAGE

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traditional standards of quality are rigidly maintained. Those standards are *your assurance* that when you buy meat labeled Swift's Premium, you're getting the finest meat on the market.

Constant Pursuit of Perfection

For scores of years, Swift & Company has exercised complete and uncompromising control over the quality of the meat and meat products bearing its name. Swift's food research laboratories and Martha Logan test kitchens, with their staff of scientists, technicians and home economists, are constantly checking all Swift quality foods through every phase of their preparation and delivery. Their work is a never-ending pursuit of perfection.

All this experience and development is passed on to *you* as better nutrition, better flavor, better *value* in the meat you buy for your family. To avail yourself of all three, just jot Swift's Premium, or Swift's Brookfield on your shopping list. These words mean, always "the finest meat you can buy"!

SWIFT & COMPANY

FOOD PURVEYOR TO THE NATION



SWIFT'S PREMIUM FRANKFURTS



SWIFT'S PREMIUM TABLE-READY MEATS



This Swift Quality Seal *identifies a family of food products which you can buy with complete confidence that each is* the finest of its kind. *All of Swift's resources, its 61 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.*

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Featured Attraction

YOU MIGHT think, what with so many people climbing aboard the Four Roses band wagon, that there wouldn't be room for you. But there is!

And once you take your first sip of an Old Fashioned—or any *other* drink—made with Four Roses, we predict that Four Roses will be *your* whiskey...for keeps! For there's no other whiskey with quite the gloriously smooth, *distinctive* flavor of Four Roses. Just you try it—today—and see how true that is!

• • •

Fine Blended Whiskey—90.5 proof. 40% straight whiskies 5 years or more old; 60% grain neutral spirits.

Frankfort Distillers Corporation, New York

FOUR ROSES

AMERICA'S MOST FAMOUS BOUQUET



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AFTER MEETING HEAD-ON IN A PONDEROUS CHARGE, ENRAGED BULL ELEPHANTS FLAIL EACH OTHER SAVAGELY WITH THEIR TRUNKS AND FALL INTO A CLINCH

ELEPHANT FIGHT

Indians promote heavyweight bout to celebrate maharaja's birthday

In Baroda, India the maharaja's birthday party occurs by convenient coincidence in the midst of the rutting season of elephants, which at such a time are irritable and full of fight. Therefore while 10,000 spectators watched and cheered, two huge, angry bulls were turned loose last month in the local sports arena for a heavyweight battle in honor of the occasion. Although their tusks were blunted and there was no cow elephant nearby awaiting the outcome, the bulls put on a good show. After slamming into each other like two runaway trailer-trucks, they jockeyed for position (*above*) and locked tusks (*below*), then wrestled ponderously for a full 20 minutes (*next page*). Finally when one was forced to his knees, he rose and galloped off in defeat. The winner thereupon celebrated his victory by giving the attendants a bad time indeed (*page 54*). After being peppered with fireworks and confused with smoke, he was at last cornered, fettered with leg irons and led away to his stable.

TUSKS AND TRUNKS FIRMLY LOCKED IN BATTLE, EACH ELEPHANT STRUGGLES TO FORCE THE OTHER TO THE GROUND. BLUNTED TUSKS PREVENTED FATAL INJURY

CONTINUED ON NEXT PAGE

YOU'RE Twice as Smart

WITH VITALITY SHOES

Smart for BROWN THRUSH YOU



Smart for HUMMINGBIRD YOU



Nowadays, Vitality quality is more exciting, more exceptional, than ever. Quality materials . . . superb, restful fit . . . really finer shoes for your money. For up-and-doing, choose Vitalitys with special verve—for on-the-going . . . choose Vitalitys with extra zest. Be smart twice. At finer stores throughout America.

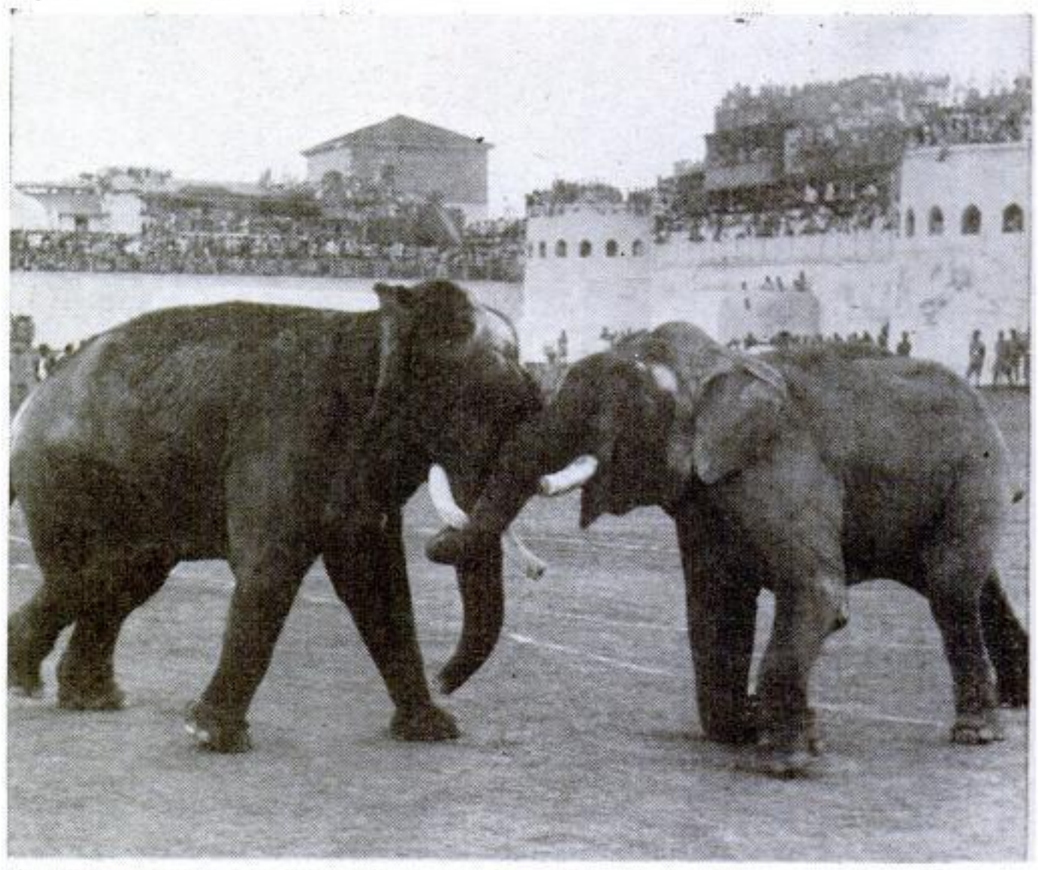
Vitality SHOES

Vitality Open Road Shoes
for Outdoor and Campus Wear

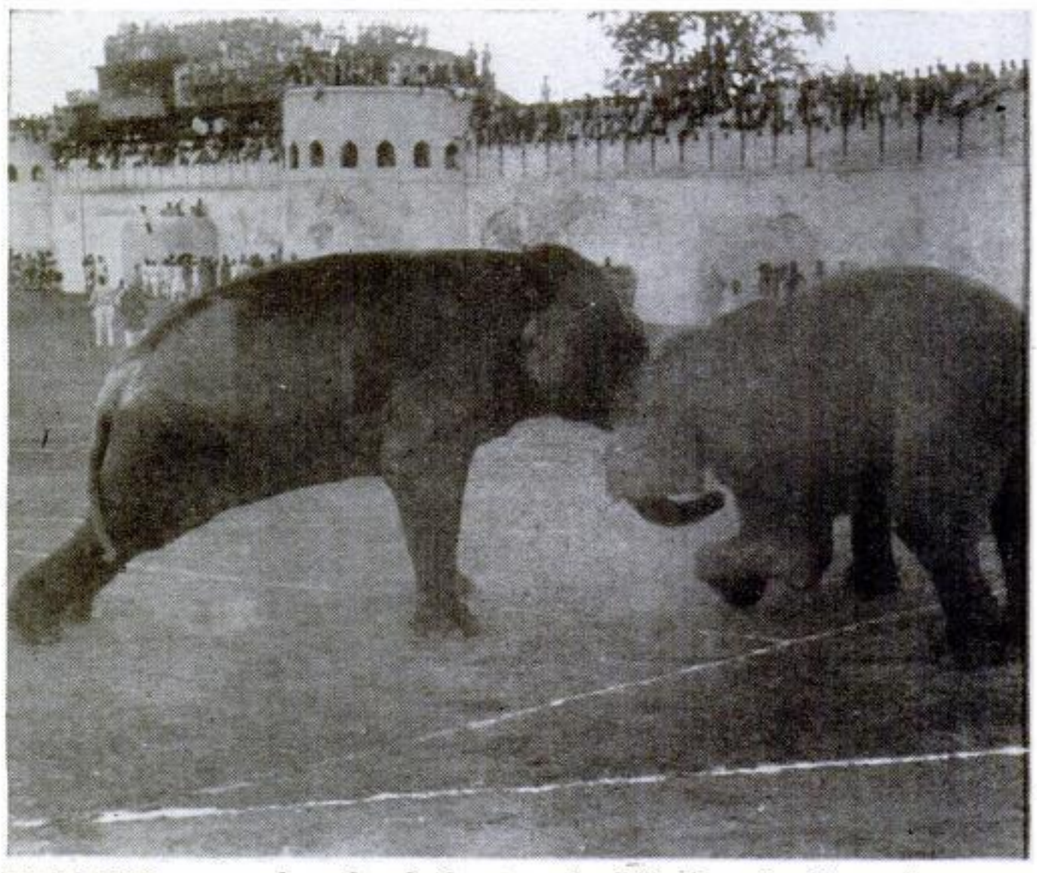
Complete Range of Sizes and Widths

VITALITY SHOE COMPANY, Division of International Shoe Company, ST. LOUIS 3, MO.

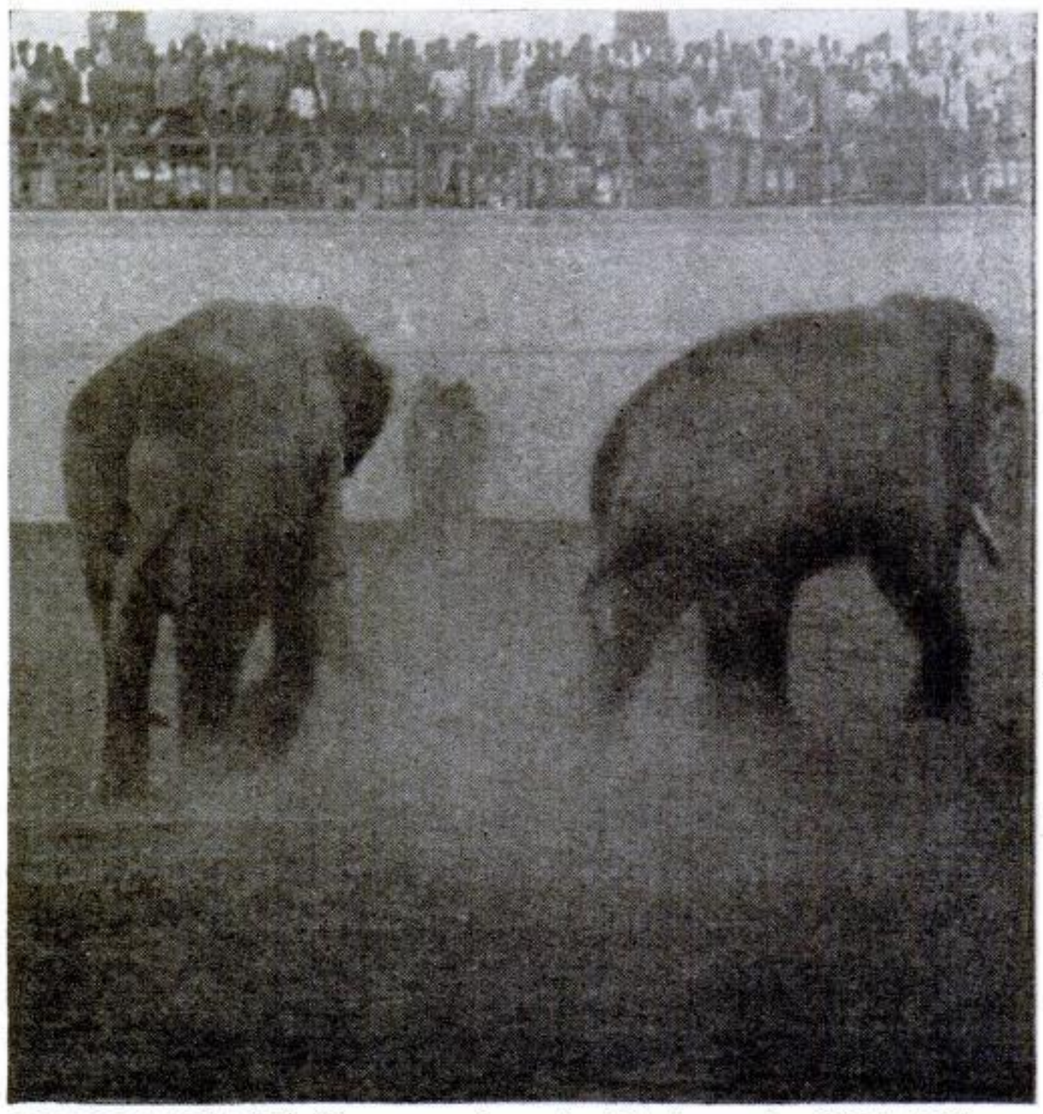
Elephant Fight CONTINUED



THE TURNING POINT in the battle of the elephants occurs when the loser (*right*) relaxes his grip and stumbles while his opponent closes in for the finish.



THE END comes when the elephant on the left, thrusting forward to exert full pressure, slowly forces the loser to the ground so that he can trample him.



THE LOSER (*right*) gallops toward an exit with winner close behind. Winner soon stopped chasing him, however, and began to pursue stadium attendants.

CONTINUED ON PAGE 54

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you can

b-e-n-d



you can bend in a Jantzen . . . you can work, play, walk, run, dance . . . you can stand on your head if the need arises . . . and what's more remarkable, you can sit. Jantzen girdles and panty-girdles fit like something you dreamed . . . stay up at the top, down at the bottom, without pinching, poking, binding or twisting . . . wash as easily as your skin. In light-as-air elastic yarn fabrics . . . 5.00 to 15.00 . . . at most stores.

Jantzen

girdles
and panty-girdles
by the makers of
Jantzen swim suits

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★ Leather-and nothing but leather makes the

★ 3 WAY BUXTON STITCHLESS



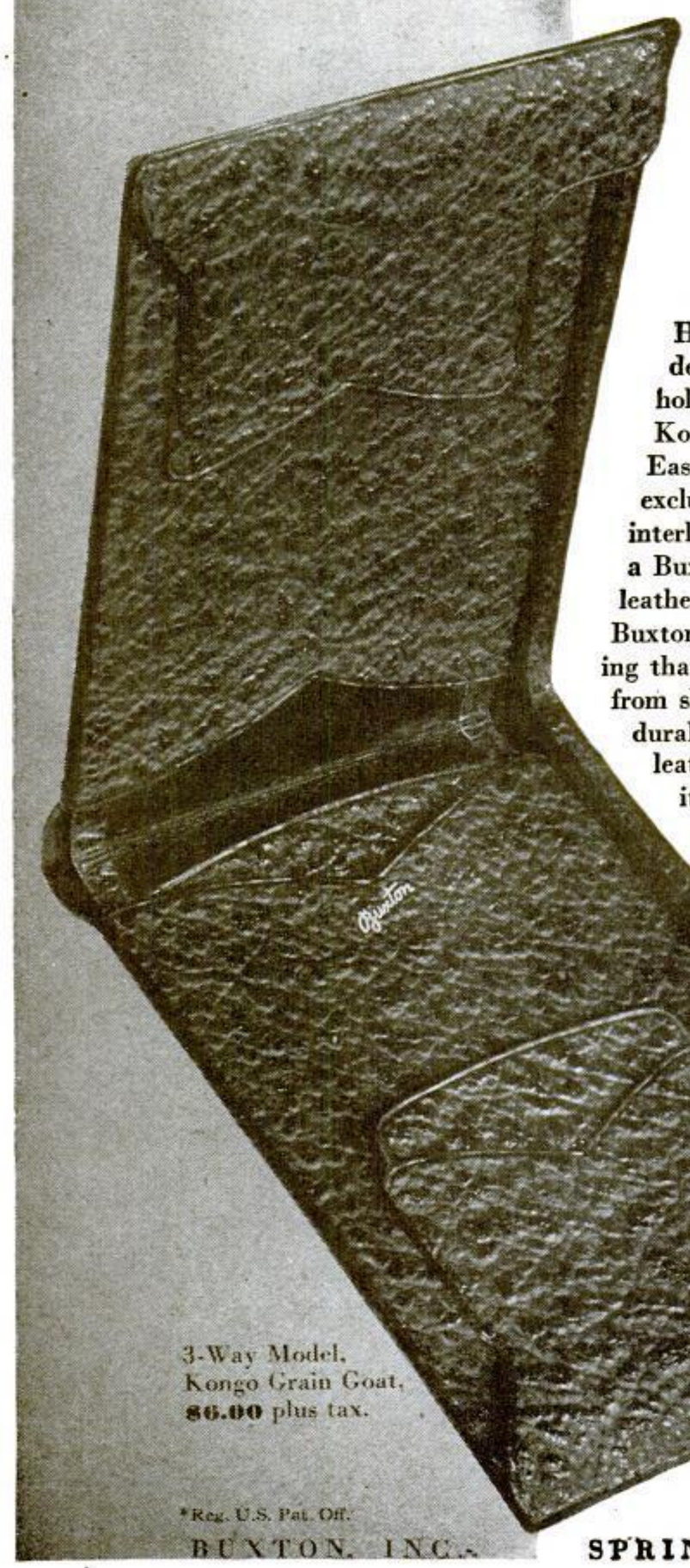
1 Invert the separate innerfold to make a Secret Pocket.



2 Use innerfold right-side-up to form 3 full-length bill compartments.



3 Carry the innerfold alone as an extra thin billfold for evening wear.



Here's a billfold that doesn't depend on stitches or glue to hold it together! Long-lasting Kongo Goat was imported from East India, die-cut in Buxton's exclusive one-piece design, self-interlocked to live its full life as a Buxton* Stitchless! And it's a leather that really *deserves* to be a Buxton Stitchless . . . with a graining that keeps scratches and wear from showing . . . so flexible and durable that only Buxton's all-leather construction lets it live its entire life span in constant use! At better Personal Leather Goods Counters in your city.

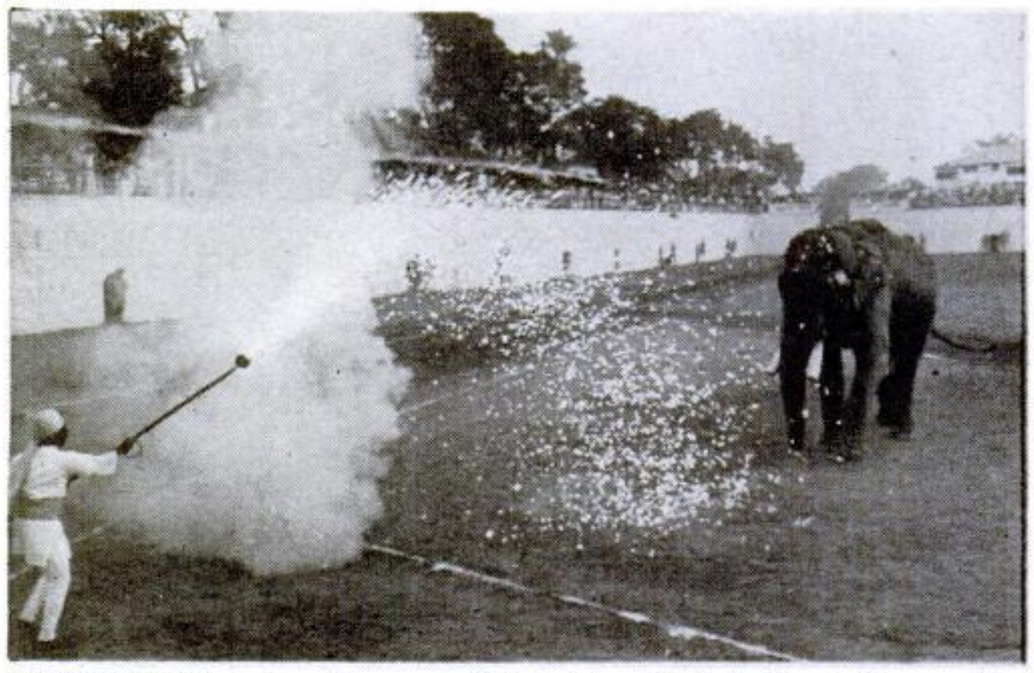


3-Way Model,
Kongo Grain Goat,
$6.00 plus tax.

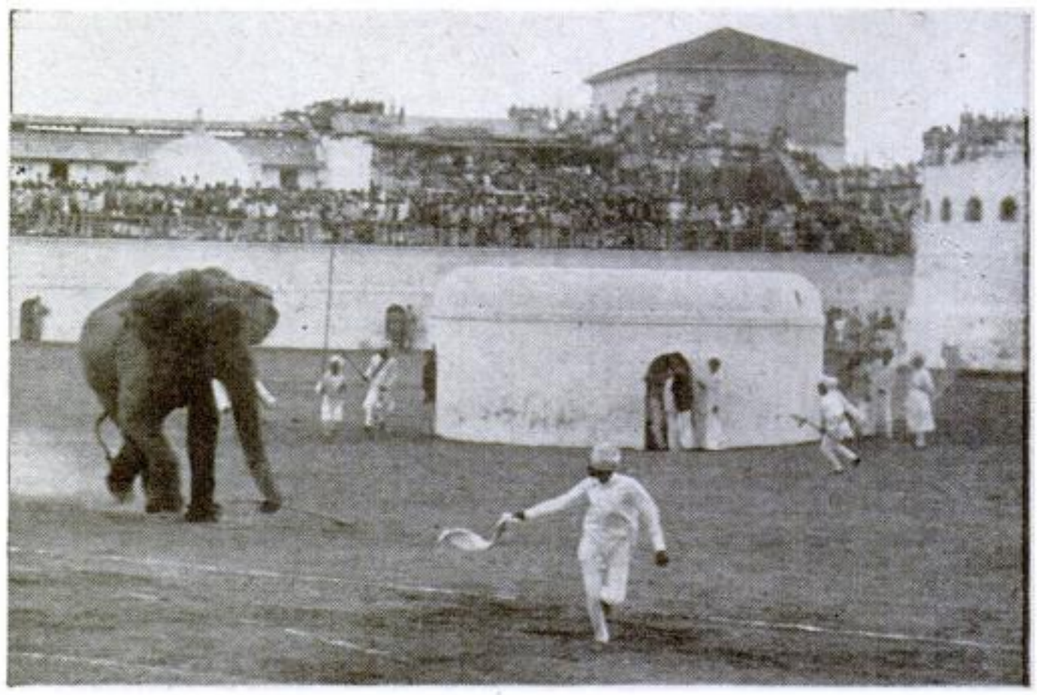
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BUXTON, INC. SPRINGFIELD 1, MASS.

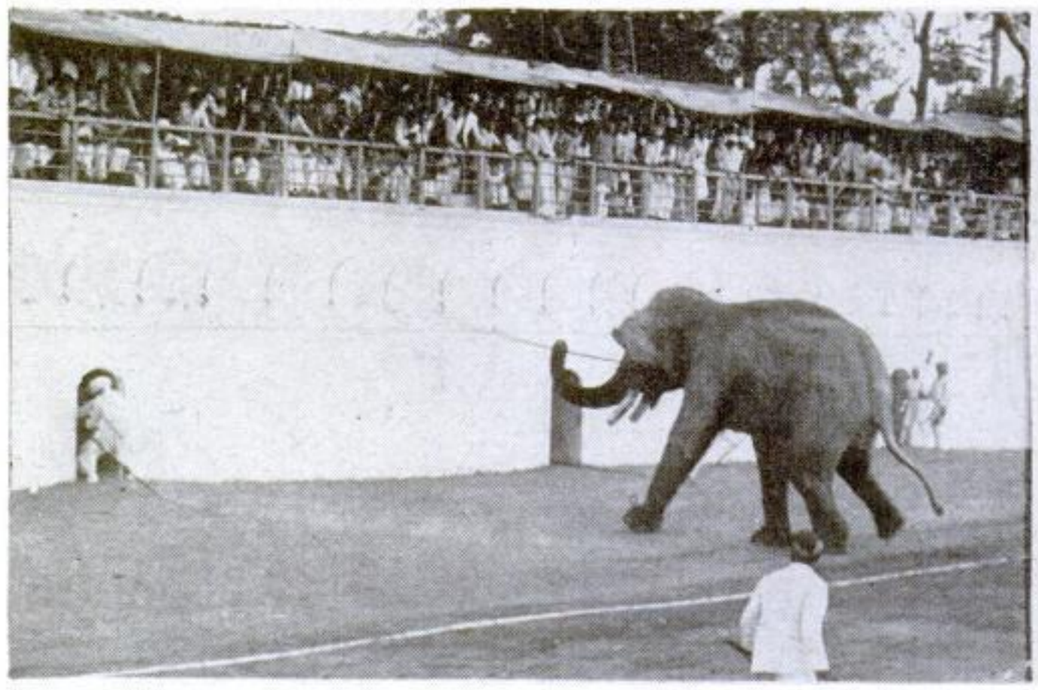
Elephant Fight CONTINUED



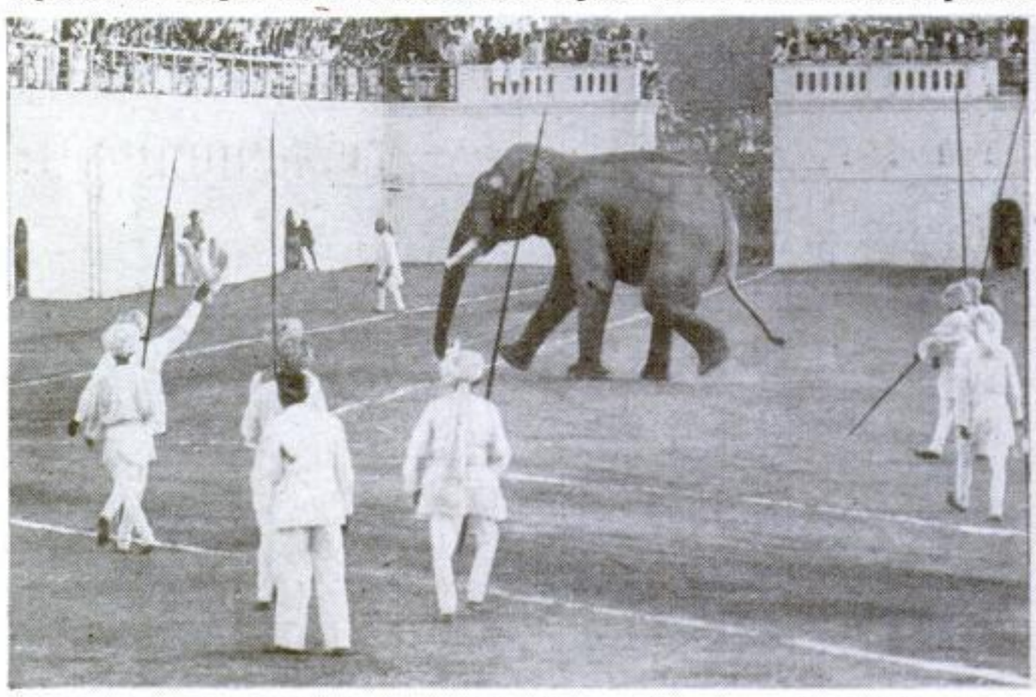
FIREWORKS and smoke are used to hold enraged elephant at bay so that an Indian can creep up behind him with steel leg irons. This attempt failed.



COUNTERATTACKING, the elephant picks up attendant's spear and pursues him. The audience, which approved this form reversal, applauded loudly.



STILL ON THE LOOSE, angry elephant chases an Indian into a narrow escape tunnel. Elephant still brandishes the spear. Later he crushed it to pieces.



CORNERED AT LAST after holding his own for more than half an hour, elephant slows down to a walk, attendants close in. Then they shackled him.

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Get a Frozen Food Chest ..

Here's the refrigerator for the brides of the year! A wonderful new Kelvinator with a big, built-in Frozen Food Chest. Open the doors—you'll see room for a two weeks' supply of tempting frozen foods—enough for a family of four. Space for frozen meats, poultry, vegetables, ice cream, ice cubes galore! Saves you shopping time, saves you money—lets you eat "out-of-season" foods the year 'round, economically. So convenient, too—right inside your Kelvinator!

Get a Moist-Master Refrigerator ...

Here, too, is today's most modern refrigeration ... dew-freshens greens with *super-moist* cold ... keeps uncovered left-overs fresh for days—perishable fruits wholesome and juicy. The Cold-Mist Freshener, enclosed in gleaming glass and chilled by a separate set of cooling coils hidden within the refrigerator walls, makes this wonderful moist-cold possible. And in addition, there's a roomy zone of balanced cold with just the right temperature for milk, butter, eggs, soft drinks!

Get Both Combined in Kelvinator!

Of course you want a real Frozen Food Chest. Of course you want genuine Moist-Master refrigeration. You get *both combined in one* ... in *one* strikingly beautiful cabinet ... powered by the famous money-saving Polarsphere unit ... *when you choose* Kelvinator. See this super-combination now at your Kelvinator dealer's. He has five other great new Kelvinator models, too—packed with exclusive Kelvinator features, and priced to fit every budget.

KELVINATOR DIVISION, NASH-KELVINATOR CORPORATION, DETROIT



Get the Best things First... Get Kelvinator



Kelvinator's Hi-Speed Trays with handy new automatic cube release lever make *64* ice cubes at a clip! Easy to use ... easy to get at ... they're located at eye-level!

Storage space galore for tall bottles, bulky items, all those special foods! Kelvinator's shelf construction is designed to make everything easier to reach ... easier to see!

Compare! The cold-cuts at top were kept uncovered 3 days in ordinary cold. Those at bottom kept uncovered in Kelvinator's Cold-Mist Freshener are still fresh and delicious!

Kelvinator's big tip-out storage bin—up to 50% roomier than most! 1½ bushel capacity! You'll say it's an ideal place to store root vegetables, cereals and canned goods!

The Polarsphere—Kelvinator's trouble-free cold-making unit. Under normal conditions, uses current only 12 minutes per hour! Sealed in steel, never needs attention!

Big 6 cubic foot Kelvinator Home Freezer! You shop once, then eat for months! Stores and freezes more than 210 lbs., yet easily fits your kitchen. It is amazingly low-priced!

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Claudette Colbert

Co-starring in "THE EGG AND I"

A Universal-International Picture



PHOTO BY RAY JONES

Create that smooth, young look ...in just a few seconds with *Pan-Cake* Make-Up*

Here's a simple, easy guide to a thrilling, more glamorous beauty for you. Just consult the chart shown here. Select and try your shade of Pan-Cake Make-Up to harmonize with your own individual colorings. See how it gives your skin that lovely, smooth, young look. Note how it helps hide tiny complexion faults. And you will be amazed at the way it stays on for hours without retouching. Yes, and "Pan-Cake" safeguards your skin against sun and wind which often bring drying, aging signs. Try "Pan-Cake" today for that smooth, young look.

Which shade of Pan-Cake for You



IF YOU ARE A BLONDE
with medium skin, be lovelier with Cream No. 2 Pan-Cake; if skin lacks color, Cream-Rose Pan-Cake.



IF YOU ARE A BRUNETTE
with olive skin, look your very loveliest with Natural No. 2 Pan-Cake; if skin lacks color, Natural-Rose Pan-Cake.



IF YOU ARE A BROWNETTE
with medium skin, added glamour is yours with Cream No. 2 Pan-Cake; if skin lacks color, Natural-Rose Pan-Cake.



IF YOU ARE A REDHEAD
with fair, creamy skin, dramatize the beauty of your coloring with Cream No. 1 Pan-Cake; if skin is freckled, Cream No. 2 Pan-Cake.

(For a Sun-tanned effect, Tan No. 1, Tan-Rose or Tan No. 2 Pan-Cake)





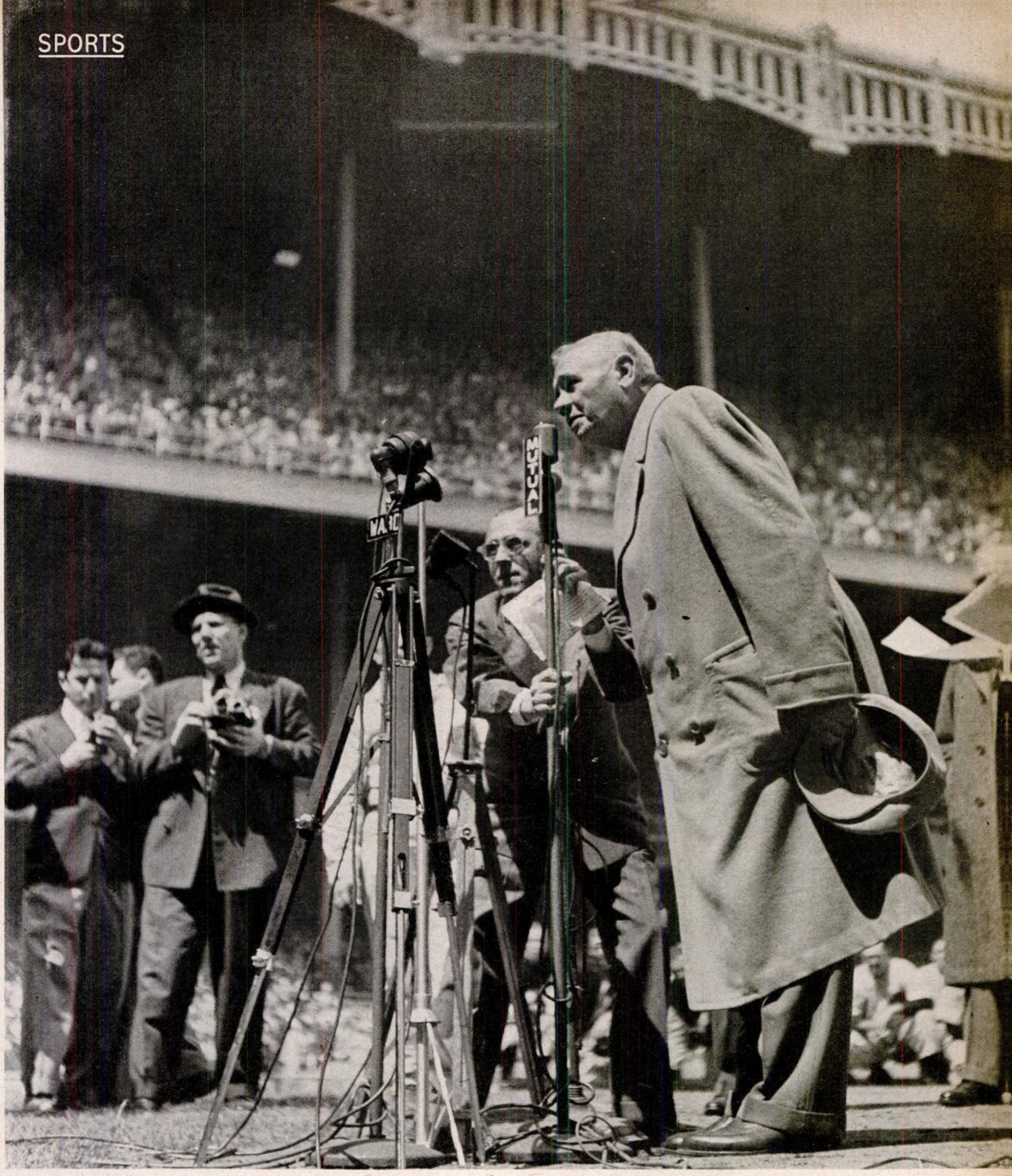
*Pan-Cake...Trade Mark Reg. U. S. Pat. Off.

Max Factor • Hollywood

Color Harmony Make-Up

"PAN-CAKE" • POWDER • ROUGE • LIPSTICK

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BACK AT SCENE OF HIS BASEBALL TRIUMPHS, BABE RUTH BENDS OVER A MICROPHONE AND MUMBLES HIS THANKS FOR THE GLOWING TRIBUTES PAID TO HIM

BABE RUTH DAY

Baseball renders a tardy tribute to a great man now old and sick

On April 27 in baseball parks all over the nation the fans met to honor their greatest hero. Everywhere the game was held up while spectators listened to a broadcast from Yankee Stadium. There Babe Ruth, sick and old at 52, received eulogies, scores of gifts and an ovation that almost brought tears to his eyes. It was a big, dramatic ceremony.

This was fitting. Everything George Herman Ruth did was big and dramatic. His powerful bat earned the money to pay for Yankee Stadium, "the house that Ruth built." His warm, expansive personality gave baseball respectability after the Black Sox scandal had almost ruined it. To every boy in the land the great, wide smile and booming voice of the Babe were a personal inspiration.

Last week the booming voice had died to a hoarse murmur as the ailing Babe thanked his fans for their tribute. Then, with the thundering cheers of the crowd still ringing in his ears, Babe Ruth returned to his memories of a past glory (*next page*).

CONTINUED ON NEXT PAGE

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No Wonder Fleischmann's Makes America's Most Delicious Martini!

NOT JUST DRY...IT'S "DRY" DRY

—without the slightest trace of sweetness!

Yes, Fleischmann's Gin is "dry" dry . . . 100% dry! That's one of *four big reasons* why Fleischmann's makes America's most delicious gin drinks. Reason Two: Fleischmann's has a superbly delicate, light *taste!* Reason Three: Fleischmann's is so very, very *smooth!* Reason Four: Fleischmann's priceless *mixability* provides the perfect base for Martinis, Tom Collins, *all* gin drinks!

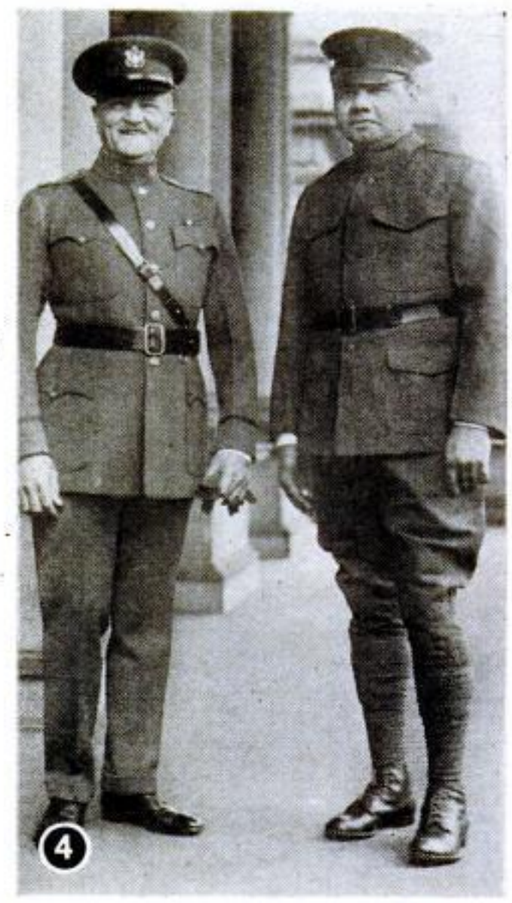


FLEISCHMANN'S THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

DISTILLED FROM AMERICAN GRAIN—90 PROOF



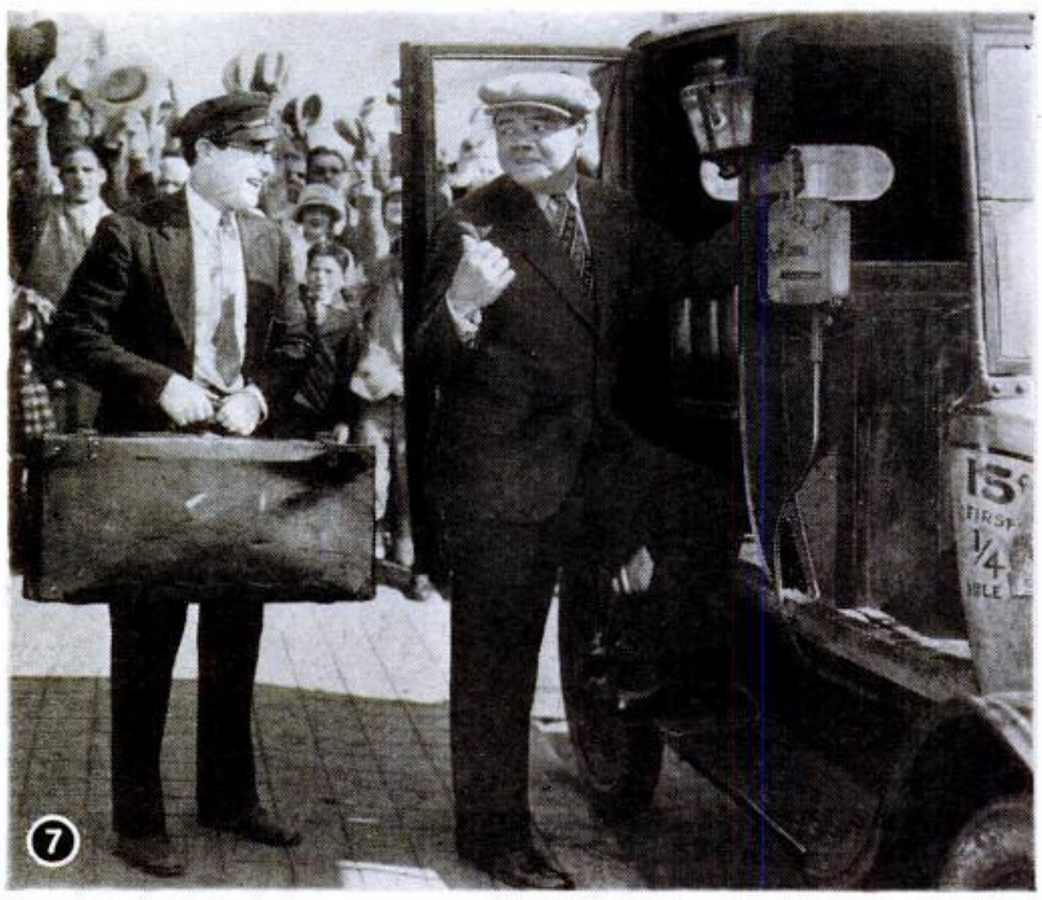
RUTH GOT HIS START at St. Mary's school for delinquent boys (*above*) where he was committed for truancy. At a St. Mary's baseball game, two days after he arrived, young George Ruth hit his first home run with the bases full.



GENERAL PERSHING (*left*) met Ruth (wearing National Guard khaki) in 1924. Ruth was just as famous.



MILLER HUGGINS (*left*) led the Yankees, fined Ruth $5,000 for breaking training. But they became friends.



AS AN ACTOR Ruth played with Comedian Harold Lloyd (*left*) in a silent movie called *Speedy*. He also starred in a 1927 feature, *The Babe Comes Home*, and played himself in a 1943 film based on the life of another Yankee, Lou Gehrig.

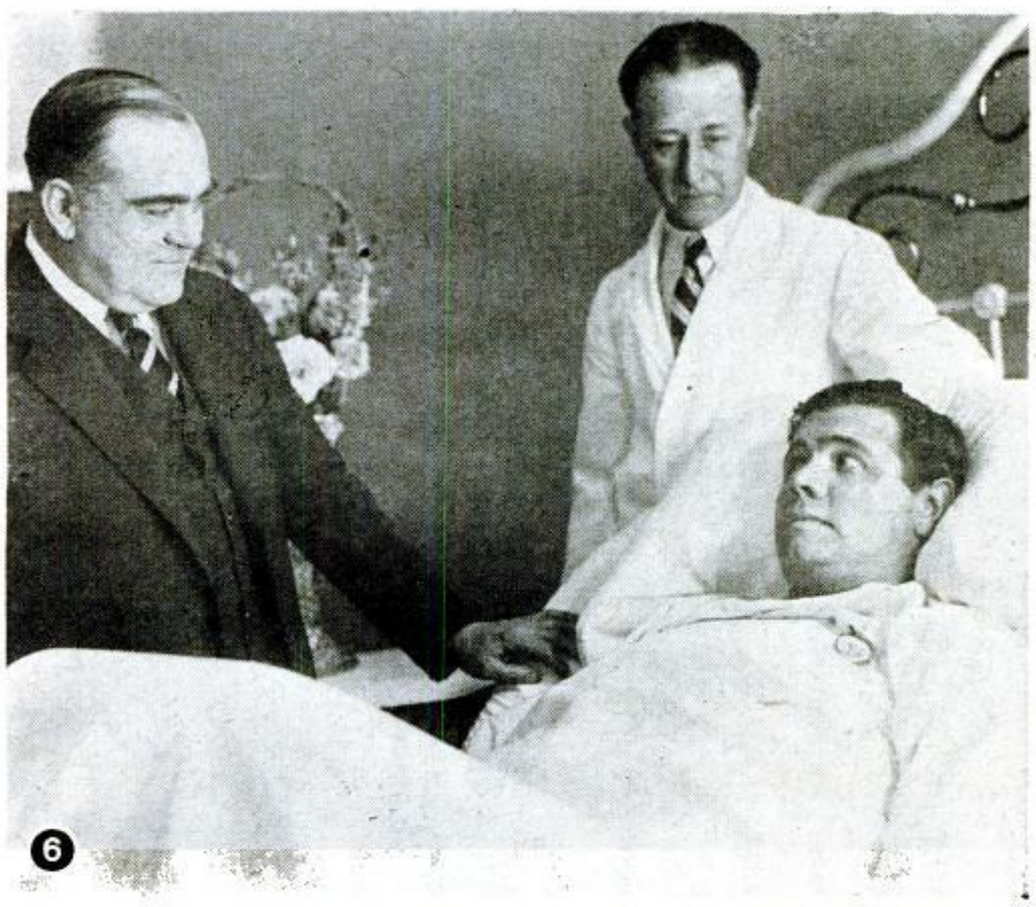
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IN BOSTON Ruth became baseball's best southpaw pitcher, set World Series record of 29 scoreless innings.



CLASSIC POSE of Ruth was this high-hitting stance. Ruth ended his 22-year career with 729 home runs.

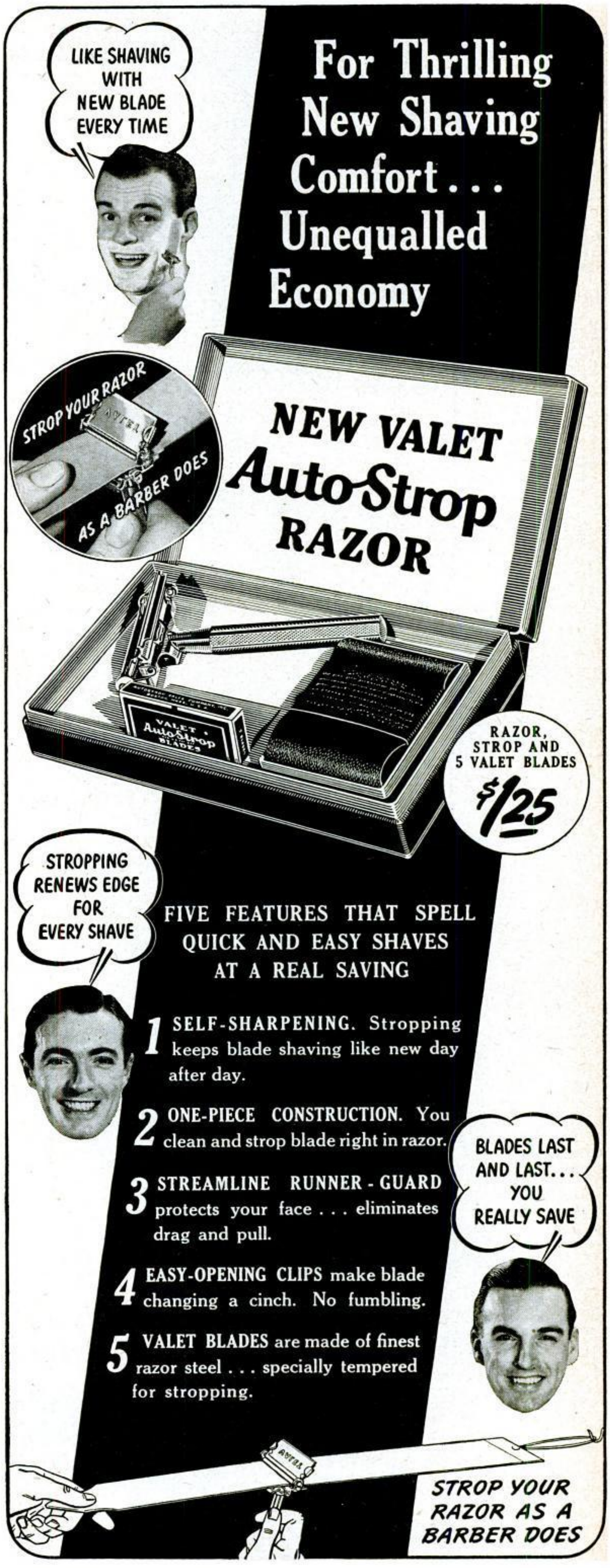


HIS STOMACH-ACHE in 1925 was world-famous. He ruined his health by eating huge quantities of hot dogs and soda pop, collapsed and was out for part of season. At left is Edward Barrow, then Yankees' general manager.



RUTH'S WIFE is former Claire Hodgson, onetime *Follies* beauty. She manages the carefree Babe's finances. They are shown in 1931 with adopted daughter Dorothy. She was a ward of Ruth's first wife, who died in a bungalow fire.

CONTINUED ON NEXT PAGE



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Are you really sure of your present deodorant? Test it against **Fresh**

See for yourself why more and more women are switching to **Fresh**—the new cream deodorant they find the **most effective** and so **gentle**

Use FRESH and be lovelier to love

Lovely to know . . . that you can really rely on *Fresh*. *Fresh* contains the most effective perspiration-stopping ingredient known to science!

Lovely to use . . . creamy *Fresh* stays smooth . . . never greasy, gritty or sticky . . . doesn't dry out.

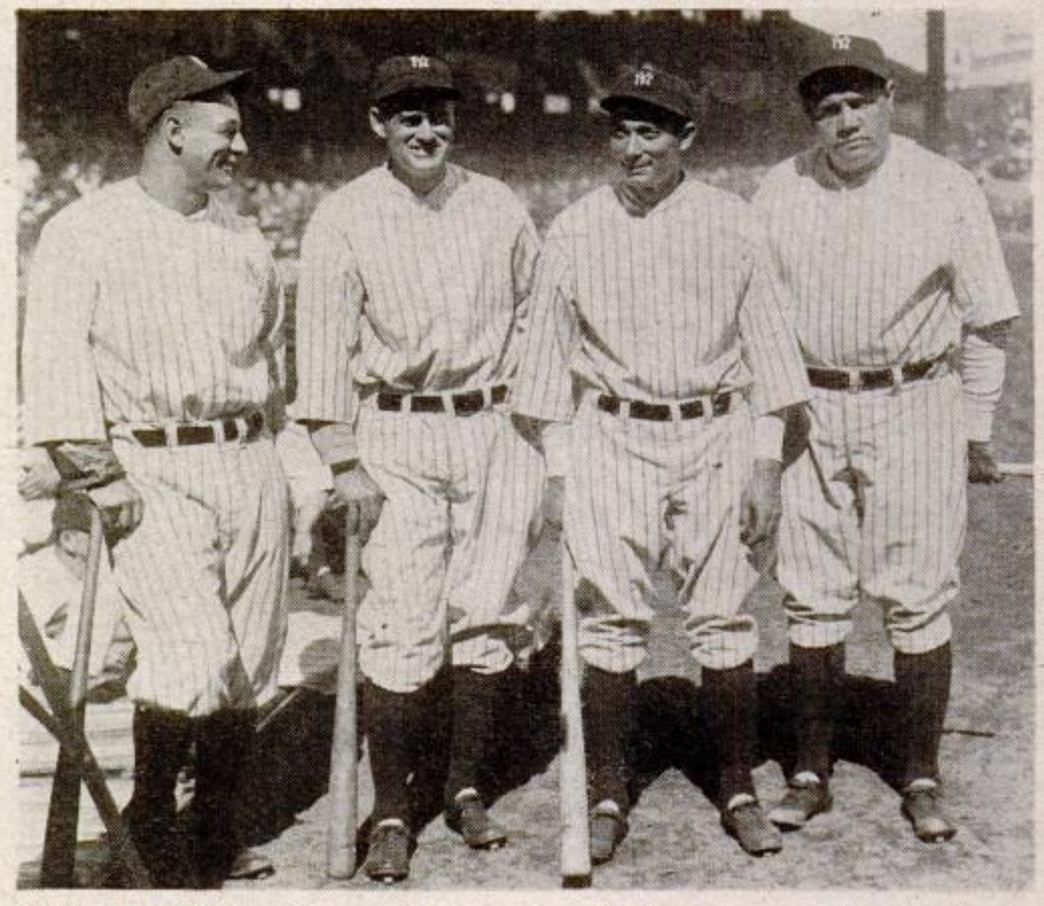
And gentle . . . *Fresh* contains a patented ingredient that makes it gentle to skin, safe for fabrics.

No wonder . . . more and more women are switching to *Fresh*.

Now in 59¢ economy size. Also 10¢, 25¢, 43¢.



Babe Ruth Day CONTINUED



MURDERERS' ROW was nickname given Yankee sluggers of the Ruth era. From left to right are Lou Gehrig, Earl Combs, Tony Lazzeri and Babe Ruth. Picture was made in 1931, the second year Ruth got peak salary of $80,000.



THE SYLVESTER CASE is classic illustration of Ruth's love for kids. In 1926 Johnny Sylvester, a boy of 11, was ill of a spinal infection. He recovered after Ruth promised to hit a home run for him, then hit three in one game.

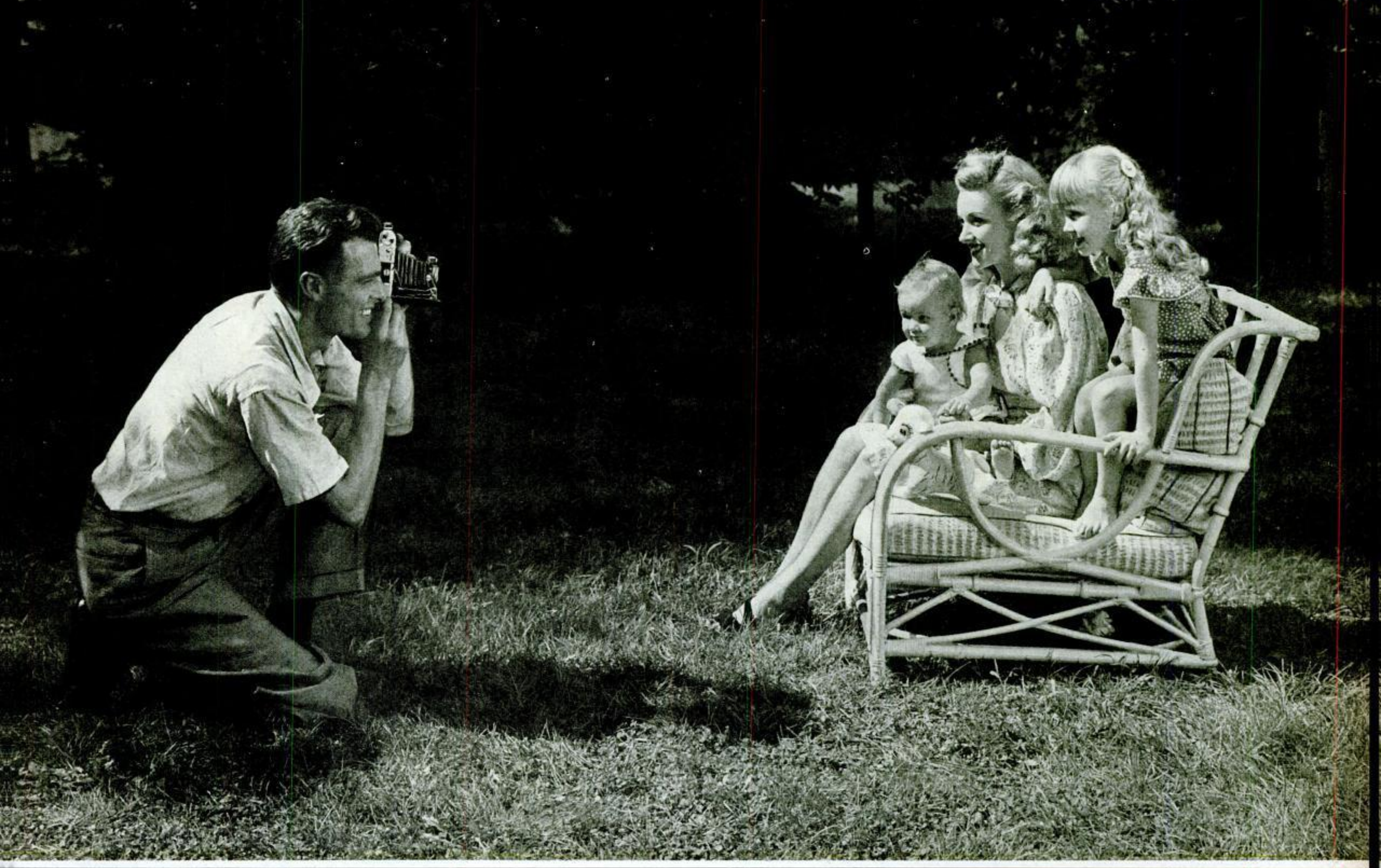


SYLVESTER REVISITS RUTH on April 26 this year in New York. Ruth holds ball he autographed for him in 1926. He soon forgot his good deeds. A year after the 1926 incident Ruth asked, "Who the hell is Johnny Sylvester?"

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YOU press the button —IT does the rest





Most people are so glad to have something *not* to worry about—that is why Kodak Verichrome Film is the everyday choice of young and old, beginners and experts. With Verichrome, people just go ahead and shoot *and get their pictures.*

And that's what they want—not a hope, or a promise, or an experiment, but *that snapshot.* So the safe rule is to use Verichrome always—you press the button, it does the rest . . .

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

Only Eastman makes

Kodak Film

. . . the film in the familiar yellow box

Kodak

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From CIGARETTES to SHAKESPEARE . . .

● Surprising to find your soothing hand-lotion ingredient, *glycerin*, masquerading in a cigarette . . . or a fine edition of Hamlet? In the printing arts, glycerin serves many needs, down to providing special qualities in printing inks. In cigarette tobacco, it is usually glycerin which holds sufficient moisture so the cigarette burns slowly, coolly, pleasantly . . .

Yes, glycerin gets around—one reason for the acute shortage . . . and the reason why, when Shell scientists discovered how to get glycerin from *petroleum*, the news is "front page."

Now with construction started on a large-scale Shell plant to produce glycerin from petroleum, manufacturers in a dozen fields are breathing easier . . . And you benefit from an ample supply of glycerin every hour of the day—and not just for "smokes and Shakespeare."

Glycerin enters the baked-enamel finish of your car and refrigerator—transparent wrappings for food and other products—dyes, medicines, and beauty aids. And if need be, dynamite and nitro-glycerin . . .

Normally, glycerin comes as a by-product of soap manufacture . . . so a lot besides the family wash has hung on an ample supply of materials to make soap. Shell's glycerin, synthesized from petroleum, will increase the supply . . . will help provide more glycerin to meet the growing needs.

But all this neglects the thrilling hour in the laboratory when Shell scientists succeeded in converting a petroleum gas into glycerin! Their discoveries, the goal of many scientists over many years, are covered by basic U. S. Patents.

Hundreds of Research achievements demonstrate Shell leadership

Development of the new glycerin process is only one achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

SHELL

Horizons widen through Shell Research

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THE TICHBORNE CURSE

A 797-year-old hex is staved off by baronet's annual gift of flour

In the year 1150 in the manor house at Alresford, Hants, England, old Lady Mabel de Tichborne took to her deathbed. Her husband Roger, a man of great wealth and small charity, felt obliged to go to her chamber to hear her last words. As she had done many times before, she begged him to give some of his property to the poor. Sir Roger snorted. But inasmuch as he was a sporting man, he made her a proposition. "You may give away the harvest of as much of my land," he sneered, "as you can walk around, carrying a torch in your hand." Whereupon gallant Lady Mabel rose up and crawled around 23 of Sir Roger's fattest acres, encompassing an area which to this day is known as "The Crawls." The effort killed her, but as she expired she bound the Tichbornes with a curse. Unless each year on Lady Day (March 25) they gave to every adult in the village one gallon (one-half peck) of flour and to each child one-half gallon, a blight would fall on the House. Seven sons would be born followed by seven daughters, the manor would collapse and the name of Tichborne would die. And so, except for one lapse of the dole between 1796 and 1835—whereupon a flood of daughters threatened the direct family line (*see next page*)—Tichbornes have been handing out flour on Lady Day for 797 years.

This year the duty fell upon 32-year-old Sir Anthony Doughty-Tichborne, 14th baronet (*right*). But as Lady Day drew near and Lady Mabel's ghost fidgeted in the family vault, another specter—bread rationing—threatened to cancel the performance. Sir Anthony asked the Ministry of Food for 11,000 bread units. The Ministry said no. Then, as it seemed the tradition would be broken again, sentimental Britons rushed to the rescue. They sent their own units—more than 6,000—to Tichborne Manor. With these and the Ministry's belated permission, although he could give only half-measure to the 800 villagers who applied (*below*), happy Sir Anthony carried on for another year.



SPLOTCHED WITH FLOUR, SIR ANTHONY BEAMS BENEATH 17TH CENTURY PAINTING OF TICHBORNE DOLE



BEFORE CEREMONY Sir Anthony (*left*) swings incense for Bishop of Portsmouth, who blessed the flour.



DOLING OUT FLOUR, Tichborne gives good measure but soon turned messy job over to his agent (*right*).



GOING HOME through Tichborne Park, three girls lug pillow slips filled with flour ration for seven families.

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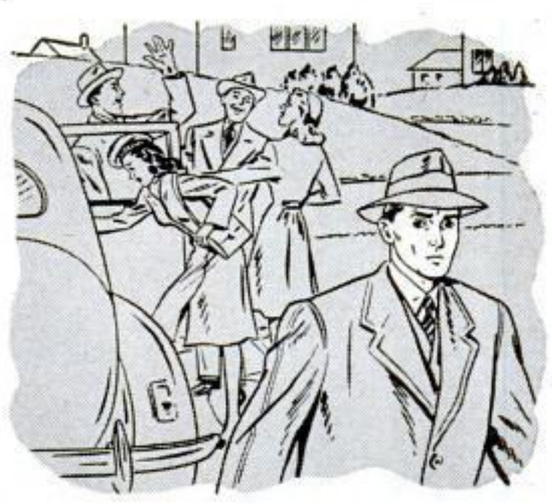
"I wanted to fall through the floor

—when I heard that whisper!"





"I could hardly believe it, but it was true! As I passed by Helen and Grace, I heard them whisper . . . *'B.O.'!* They were whispering about *me.*"



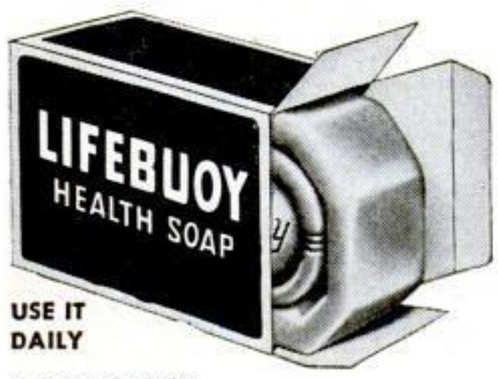
"I'd always thought 'B.O.' was something that happened to other people. Then I realized that 'B.O.' was the reason I wasn't popular with others."



"So I decided to get some Lifebuoy and use it *every day!* And does it work! Lifebuoy gives me all-over and long-lasting protection."



"Now I'm glad I heard that whisper. It's easier for me to get along with people and make new friends now that I'm using Lifebuoy!"



USE IT DAILY

A PRODUCT OF LEVER BROTHERS COMPANY

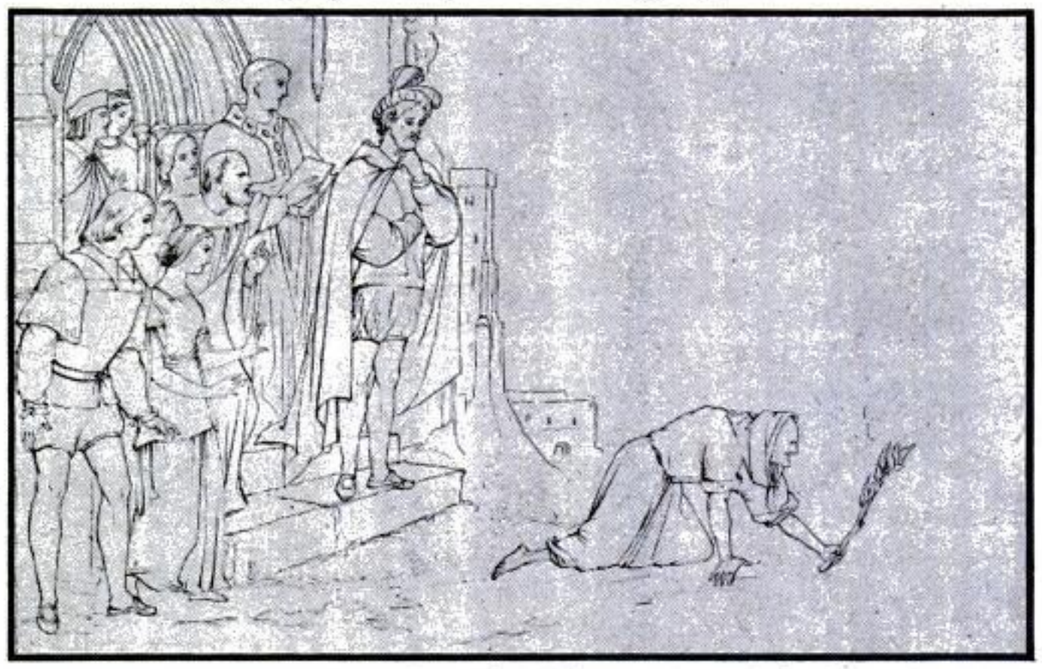
HOW TO STEP UP PROTECTION AGAINST "B.O." *(body odor)*

Tests prove that Lifebuoy not only stops "B.O." but that you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it. Bathe with Lifebuoy for just seven days. See how fresh and clean your skin feels. When you know that a daily Lifebuoy bath stops "B.O." *faster*, gives you *longer-lasting* protection, you won't ever miss your "BATH A DAY THE LIFEBUOY WAY!"

THE GALLANT CRAWL OF LADY MABEL



ON HER DEATHBED, as depicted in Tichborne heirloom sketches, Lady Mabel hears Sir Roger's proposition, determines to get up and walk around estate.



STARTING HER CRAWL, Lady Mabel sets out bravely, with torch in hand, while Sir Roger smirks. Before she died, she crawled around 23-acre area.



DOLE IS DISCONTINUED in 1796 by a troubled Tichborne who had been told by local magistrates that it was attracting too many beggars to Alresford.

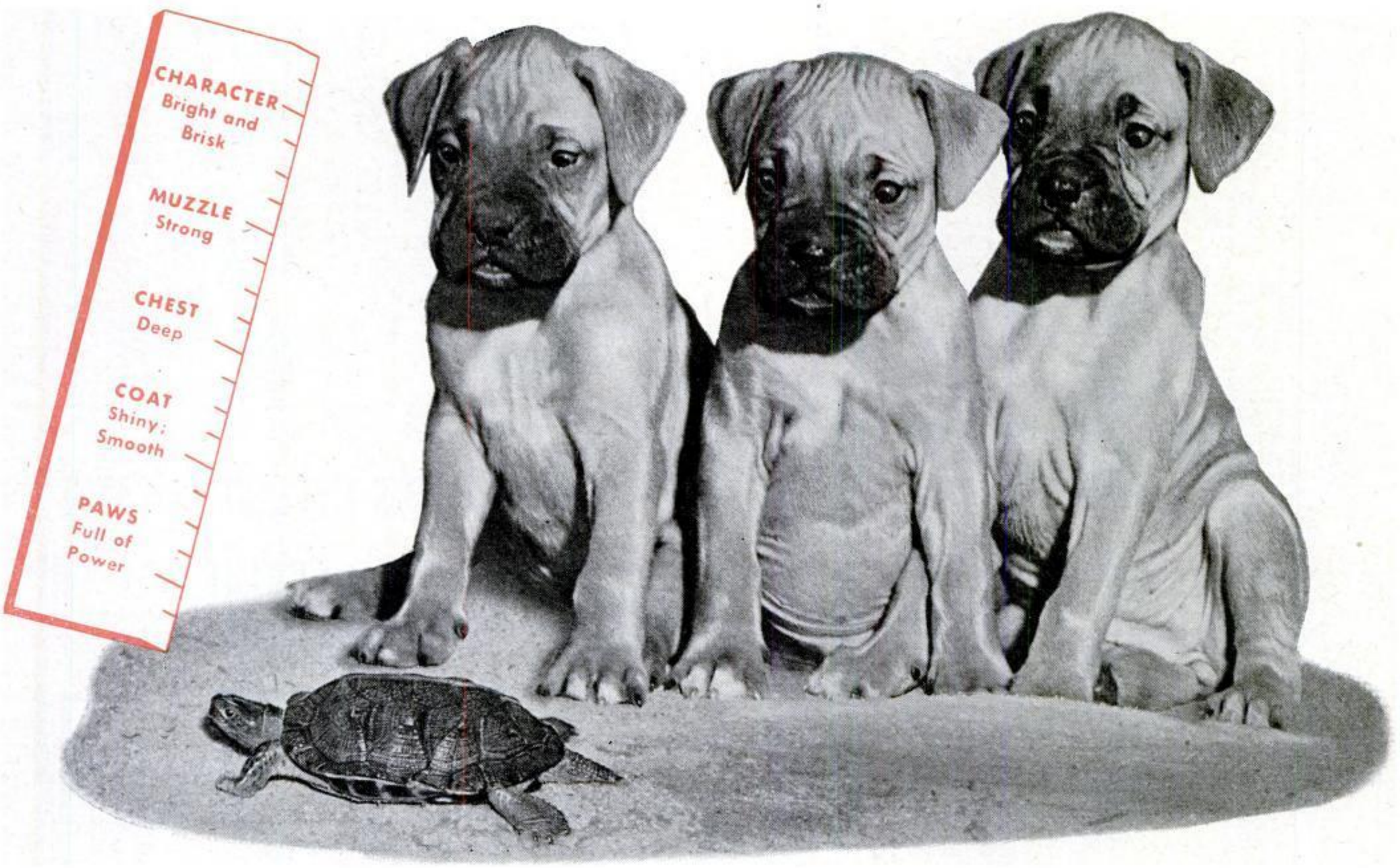


CURSE TAKES EFFECT when a harassed Tichborne, already surrounded by daughters, recoils at sight of another baby girl. Dole was resumed in 1835.

CONTINUED ON PAGE 66

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WATCH for exciting things to happen—



when you nourish EVERY INCH of your dog with GAINES!

Let's talk about YOUR dog! Regardless of his size or breed, think what it will mean to him in the way he looks, and feels, and acts when he gets all this nourishment provided by Gaines MEAL. Here's what he'll get in each 1 LB of Gaines: For building a strong body—as much proteins as in 1½ lbs. of beef. For energy as much carbohydrates as in 2 qts. cooked oatmeal. For strong bones and teeth the minerals that would be provided by 1¾ lbs. cheese. For sleek appearance and glossy coat the fats that would be provided by 1 oz. butter. For vitality—as much iron as in ¾ lb. beef liver. And all the vitamins and minerals dogs are known to need...in more than required quantities.

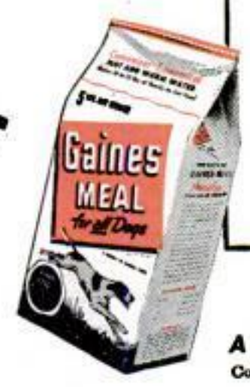


HIGH in nourishment
LOW in cost

GAINES MEAL supplies every type of nourishment that dogs are known to need. But you will find it *costs* less to feed than any other type of dog food. For GAINES MEAL is ALL food. All you need do is add warm water and stir. That's not only *easy*—but it's so *economical*. And how dogs love it. It's the largest-selling dog food in America!

GAINES COMPLETE MEAL

"NOURISHES EVERY INCH OF YOUR DOG"



A Product of General Foods

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Rust-clogged radiators overheat!



Clean out rust with

DU PONT Cooling System CLEANSER

Drain out your anti-freeze, and clean out winter's accumulation of scum, scale, and rust. Neglect now may mean trouble and costly repairs later. Just pour a can of DU PONT COOLING SYSTEM CLEANSER into your radiator, run the engine 30 minutes or more, and drain. It dissolves rust—cleans thoroughly—improves engine performance. It's safe, sure, and easy to use.



Then keep out rust with

DU PONT Acid and Rust INHIBITOR

After cleaning out the radiator, you can keep it free from rust all season by pouring in a can of DU PONT ACID AND RUST INHIBITOR. It prevents rust forming, and keeps out acid, too.



Avoid radiator leaks with

DU PONT Cooling System SEALER

You can stop leaks quickly and securely—and make the cooling system LEAK-PROOF—by pouring in DU PONT COOLING SYSTEM SEALER. It will not clog the radiator.



DU PONT
REG. U.S. PAT. OFF.

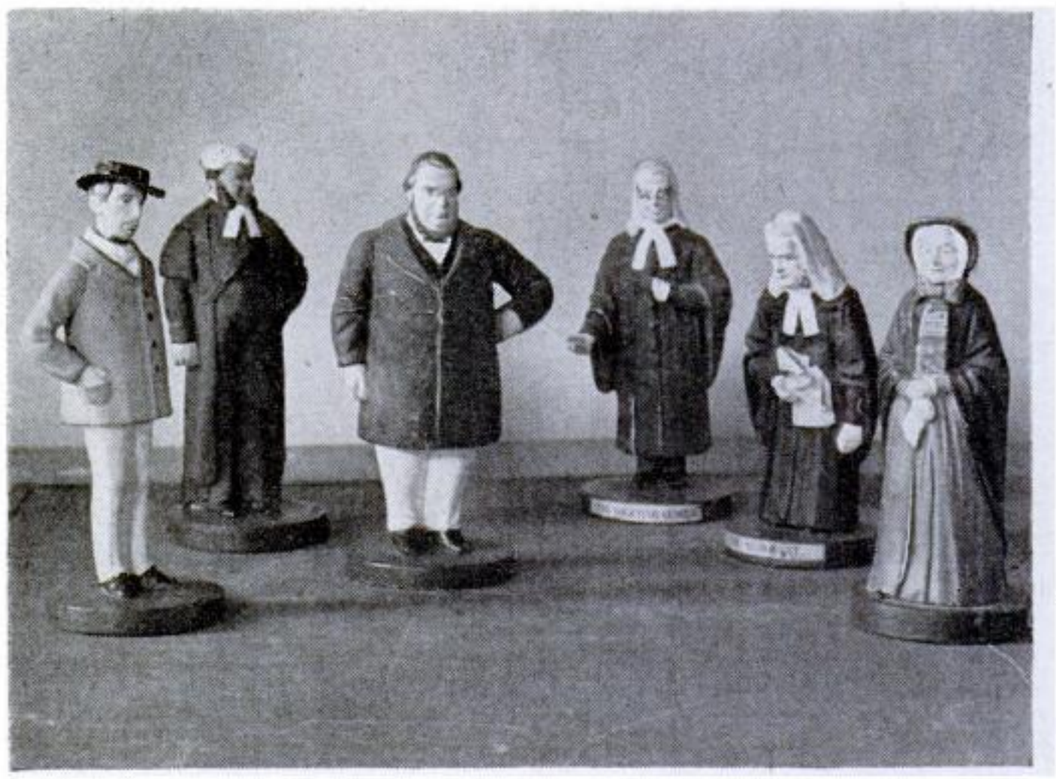
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY



AFTER LOSING CASE, IMPOSTOR (RIGHT) SHAKES HANDS WITH LAWYER

TICHBORNES DEFENDED THEIR ESTATE IN THE CASE OF THE FAT IMPOSTOR

Lady Mabel's ancient curse upon the family has not been the only burden the Tichbornes have had to bear. In 1871 one Alfred Orton, a 26-stone (364-pound) son of a butcher from Wapping, suddenly announced that he was Roger Tichborne (supposedly drowned long before at sea) and claimed the family estate. During two long trials many witnesses wrangled over whether plump Mr. Orton was or was not the long-lost Sir Roger. One Miss Eliza Froud was positive he was and "described with great vivacity her romantic acquaintance with Roger Tichborne in 1849, when he helped her to bathe her cats, which she idolized for her dear mother's sake." A lighterman, appearing in behalf of the claimant, swore that he could not be Butcher Orton's son because "the whole Orton family, including the daughters, had humps on their backs like dromedaries." In the second trial, which was one of the most sensational in British legal history, Orton's bewhiskered lawyer spoke for as long as 20 days at a time while both judge and jury implored him for the love of God to have done. Finally the case was decided against the impostor and the Tichborne estate was saved. The butcher's son was sentenced to 14 years of "penal servitude" on two counts of perjury. In commemoration of the trial, which cost the family £90,000, a woodcarver constructed a set of figurines (*below*) which still remain at Alresford in memory of the final triumph of justice.

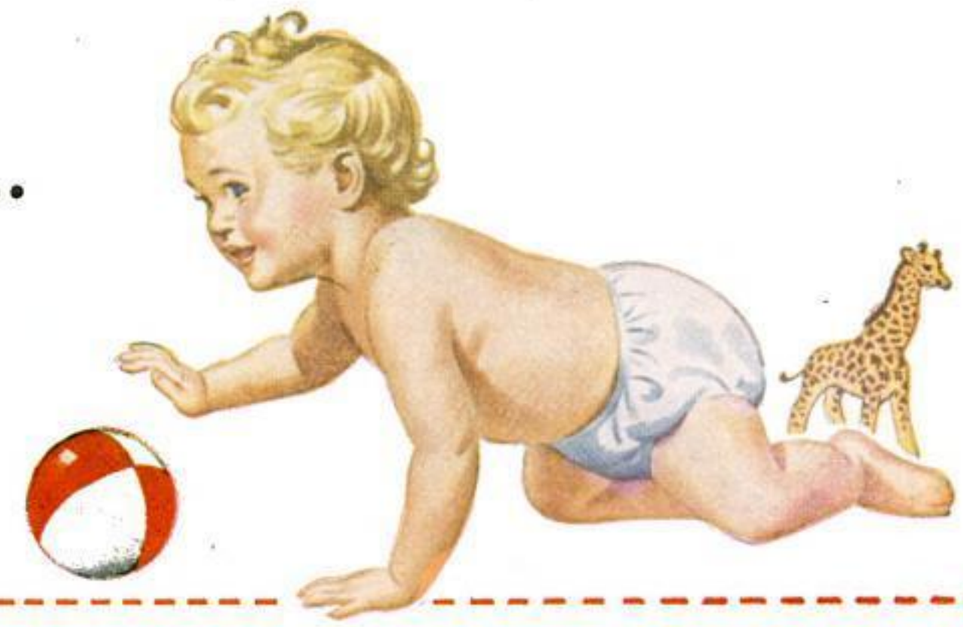


FIGURINES commemorating the case include (*left to right*) real Roger Tichborne, Orton's lawyer, Orton, Tichborne's lawyer, prosecutor, Lady Tichborne.

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Growing...

from bibs and baby pants to toys and new baby baths, *Velon* is the film that's bringing up babies best . . . it stays so soft and cool, sanitary, too!





Growing...

Velon is one film that doesn't outgrow its usefulness . . . doesn't gum or crack, and stains wipe right off! Naturally it makes practical children's rainwear and protector-alls!

Grown!

Grown-ups have grown to love *Velon* film, too . . . for its beautiful designs and sparkling non-fade colors. Look for it at better stores . . . in everything from makeup kits to garment bags, bowl covers to table cloths, rainwear to shower curtains!



and this all-purpose film is just one form of . . .

Firestone *Velon**

There's magic in every form of *Velon!* Upholstery fabrics woven of *Velon* are beautiful to look at and stay that way with years of use and abuse . . . even stains wash off! *Better-than-leather Velon* looks and feels like leather, but wears without scuffing! *Velon tinted screening* for doors and windows, is six times stronger than metal, almost never wears out, never needs protective paint! And all this *Velon* magic costs lots less than you think! Look for *Velon* at better stores everywhere!



BEST TODAY STILL BETTER TOMORROW

Listen to the Voice of Firestone Monday Evenings over NBC

*TRADE MARK

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Shefford PRESENTS THIS PAGE TO PERFORM A SERVICE BY ENTERTAINING YOU IN THIS MAGAZINE, JUST AS YOUR FAVORITE RADIO PROGRAMS ENTERTAIN YOU OVER THE AIR. IT IS ONE OF OUR WAYS OF SAYING "THANK YOU" TO THE MILLIONS WHO SAY "SHEFFORD" TO THEIR GROCERS WHEN THEY ARE LOOKING FOR FINE CHEESE PRODUCTS.

Picnics are as old as you feel

A PASTORAL EPIC BY

Fred Allen



LET US PLAY the eavesdropper at a typical American family circle, on a week end in summer.

•

Papa, in his shirt sleeves, is swatting flies.

Mama, in her bodice, is perhaps tattooing one of her youngsters. She has been putting it off for some time and is finally getting around to it.

Suddenly Pesty, a blue-eyed, golden-haired, awkward miss of eleven, trills,

"*Let us go on a picnic!*"

Papa groans.

Mama blanches.

The tattoo-ee claps his hands, almost breaking off the needle in his chest, and shouts,

"Papapapapapapapa! Mamamamamamam . . . Yip-ee, Yip-ee-Yip! Picnic! Let'sgo-let'sgo-let'sgo-let's-go!"

The purpose of this little paper, written originally to be presented only before the Society of Automotive Engineers and their Ladies Auxiliary, is to pose the question ***"Why do too many people pick at picnics?"***—then to probe the question, roll it around, worry it, turn it inside out and come up with a conclusive answer.

•

Picnics are as old as you feel.

On the negative side you have the inertia of sitting where you are, swatting flies, or listening to a discussion of atoms over the radio, with the Sunday comic section spread cozily over your face.

Still on that side of the fence, you have women who carefully wrap up salt and pepper, mixed, in a little paper, then forget to put it in the basket.

You have people who want to eat by the pasture, others who want to put on the feed bag under the trees, and still others who vote for a shady, sniggling brook.

You have those who want to eat now vs. those who want to eat later.

On the positive side you have the GO (Great Outdoors)—sunshine (if sunshine), bird twitterings, wild flowers, clean air.

You have laughter, jokes, helping pretty girls (if any are along) over barbed-wire fences.

You have food.

•

PAUSE FOR SPONSOR IDENTIFICATION



This is the Shefford station, OBOY . . .

Have you ever felt terrifically hungry for something just to hit the spot? Something with zip, zest and zing?

Of course you have. So, say "Shefford for fine cheese"— and make a new friend in flavor. . . . And now back to that zesty, zany Fred Allen.

•

Thank you, Kenny.

W-e-l-l-l, my good friends of this magazine audience, picnics are here to stay.

You can split atoms, tickets and double-headers; picnics go on forever.

But what, patient readers, is actually the "success" of a picnic?

Aha! The bald-headed man in plus fours has his hand up. What do you say, my little man?

Oh, you just want to go out?

Well, the heart of the picnic is the food, any oaf knows that.

As the Automat of the Picnic Table once wrote:

Any picnic without food
Is like prunes that are not stewed;
Or like Junes without the moons
Or a chair that comes unglued.

Get thee behind me, Muse, so I can get back on the track!

What's the *heart* of Picnic Food?

Is it broccoli? No.

Is it spareribs and kraut? No.

Is it head lettuce with thousand island dressing?

No, no, a thousand times no.

Mark ye this and mark ye it well:

The Heart of the Picnic Provender is the Picnic Sandwich.

But w'ich Sandwich?

If I were doing this chirographic chore for pelf and not for the fun (a-hem, well, let it pass) of the thing, I would say, with all respect to the hot dog party, the liverwurst lovers, and the peanut butter people, that the Cheese Sandwich, cool, nutritious, zesty, full o' flavor, easy to fix, easy to handle and chew, is the *pièce de résistance* of the GOP (Great Omerican Picnic).

I hear thunderous applause.

I thank you, people, I thank you, I thank you.

•

But to get back—

—if I were commercially minded, which as every booking agent in New York, Chicago or Hollywood knows I am not, I would even give you the brand name of the finest line of cheese you can pep up a picnic with.

However, as I am not commercially minded, and you can go ahead and ask Portland, my ethics will permit me merely to make a little guessing game or contest of skill out of this famous brand of cheese, which, however, I recommend highly.

Just ask for SH-FF-RD CHE-SE, spelled "S-H-E-F-F-O-R-D"—any or all of the many stem-winding flavors—and let us all go on a picnic!





Melt it . . .
Spread it . .
Slice it . . .

Why pick Shefford?

Shefford is made from good milk, basis of good cheese.

Shefford's distinctive flavors are true and clean, because Shefford formulas and Shefford care live up to Shefford ingredients.

Shefford products include many different types and flavors. Whether you team it with macaroni, apply it with pie, or eat it on crackers, there's the right Shefford cheese food for the right place and time.

Shefford offers food values the body is happy to have, and actually needs to get. Next time you go to the store that sells you cheese, be particular, say "Shefford."

STANDARD BRANDS INCORPORATED, New York 22, N. Y.

Say* Shefford *for fine cheese

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A FEMININE GULLIVER IN A MODERN LILLIPUT, HELENE SCOTT STANDS ASTRIDE TWO HOUSES IN A VILLAGE THAT WAS PAINSTAKINGLY BUILT OF TOY BRICKS

BUILDING BOOMLET

Toy bricks enable a home-seeker to realize dreams in miniature

A Chicago manufacturer of tiny bricklike blocks ordinarily used by children to make toy houses recently discovered he had something else. Housing-shortage victims, dreaming of the homes they hope to build some day, like to make models of their dream houses with his bricks. Not only does this make for better visualization than ordinary floor plans; it is also a lot more fun. The bricks are slipped over sticks to form solid walls (*p. 70*), and windows and doors are slid into slots in the ends of the bricks. Equipment includes shingles, shutters and window boxes. Several different architectural styles are available.

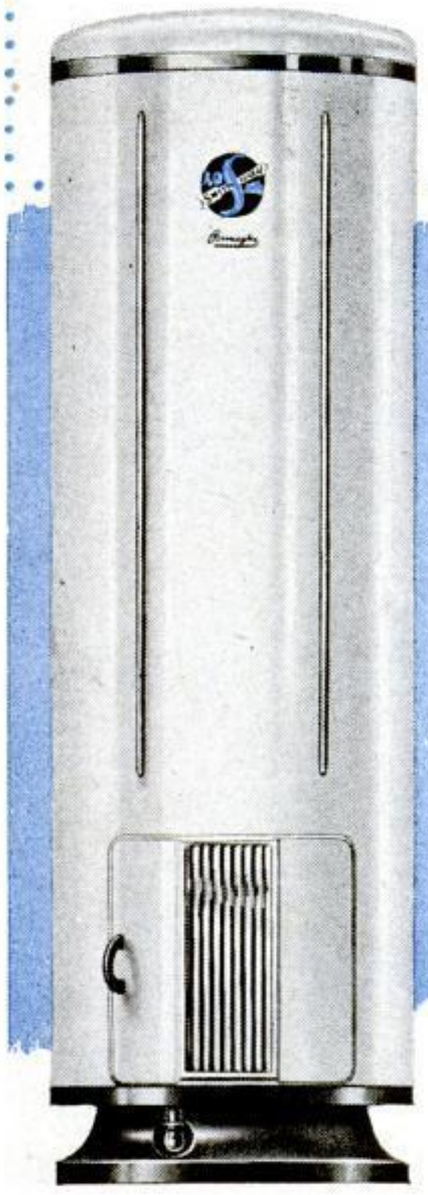
The pieces can be purchased in kits, which make a specific house, or individually so a prospective home-owner who already has a plan in mind or has had his architect draw one can build his house and see how he likes it. If he is ambitious enough he can even reproduce his entire future neighborhood (*above*) to see how the house looks in it.

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A NEW DISCOVERY about Hot Water?





Yes! The scientific discovery that "packaged-in-glass" hot water is purer and cleaner for every kitchen, bath and laundry use in your home.

No Rusting-
No Corroding

At last, with the new *Permaglas* Water Heater, you can enjoy complete freedom from tank rust on clean clothes or annoying corrosion stain!

For this truly modern water heater has a tank of mirror-smooth, sparkling blue glass-fused-to-steel. It's as sanitary as a clean drinking glass.

The "*Permaglas*" tank CANNOT rust or corrode! Tests with waters in every state in the Union prove it.

Yet the "*Permaglas*" tank is just one feature of the water heater that matches your other modern appliances. Gas or electric, fully automatic, ever ready with all the *clean* hot water you need!

At public utilities, merchant plumbers and appliance dealers, or write nearest office below for information.

Guaranteed by Good Housekeeping

CONCEALED PIPES Rear-Vu connections end pipe-drip on the heater.

HANDSOME BASE No awkward legs... hidden jacks keep heater level.

HIDDEN CONTROLS No exterior devices to mar its smooth beauty.

HOT WATER "packaged-in-glass"... guardian of the nation's health.

• • •

Manufacturers also of the famous *Duraclad* Automatic Storage Water Heaters—zinc lined for economy and dependable service.

A.O. Smith Permaglas

TRADE MARK REG U S PAT OFF

SMITHway WATER HEATERS

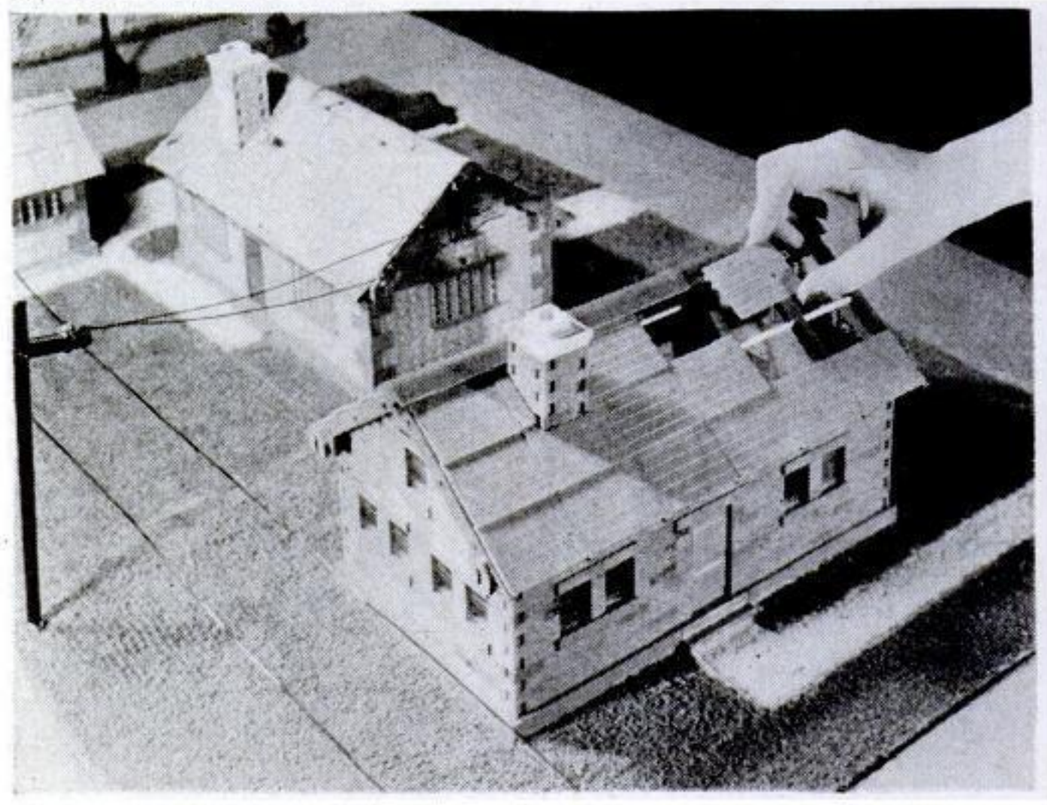
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TYPICAL BIG KIT which makes several houses includes base, doors, windows (*background*); rafters, bricks (*left and center*), and sticks, lintels (*right*).



PARTLY BUILT HOUSE illustrates the technique of miniature construction. Sticks set in perforated base are cut short where windows are fitted in.



FINAL STEP is laying shingles on rafters. Cape Cod cottage takes about seven hours for one person to set up, says manufacturer, Du Page Plastics Corp.

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Present the greatest name in lights...

For WEDDINGS...
GRADUATIONS...
MOTHER'S DAY, May 11
FATHER'S DAY, June 15
or any gift occasion

Those you remember with a RONSON lighter will long remember you .. for RONSON'S swift flame, faithfully answering to a simple one-finger, one-motion action, will express, to any smoker, the warmth of your affection many times a day for many years to come.



BARBARA STANWYCK receives from DAVID NIVEN a handsome RONSON 'ADONIS' in ERICH MARIA REMARQUE'S "THE OTHER LOVE"... an ENTERPRISE PRODUCTION. Ronson was chosen for an important part in this picture (and many others) not only for its smart appearance, but also because a RONSON *always* lights ... thus eliminating expensive retakes.

MODELS FOR POCKET AND HANDBAG

... the ultimate in personal accessories for cigarette, cigar and pipe smokers... popularly priced lighters from $5.50 to the 14 karat gold exquisite at $200*

RONSON "Mastercase", smart lighter-cigarette case combination $11.95

RONSON "Whirlwind", with disappearing windshield $7.50

RONSON "Standard", richly enameled in tortoise $6.00

RONSON "Adonis", slim, modern, streamlined—in sterling silver $25.00*

TABLE LIGHTERS FOR EVERY ROOM IN THE HOME

... in radiant silver plate ... truly conversation pieces ... incomparable gifts ... possessions to treasure as heirlooms ... yet popularly priced

RONSON "Queen Anne", exquisite silver-plated table model $10.00*

RONSON "Decanter Deluxe", unusual silver-plated table model $13.50*

RONSON "Mayfairs", graceful silver-plated table lighters $15.00* the pair

RONSON "Crown" charming table lighter in radiant silver plate $10.00*

"Press, it's lit!" "Release, it's out!"

The famous, patented Ronson safety-action

RONSON

WORLD'S GREATEST LIGHTER

ON THE AIR
Tune in to Ronson's "20 Questions" Saturday nights, Mutual Network (Pacific Coast, Sunday nights). For time and station, see local paper.

Newark, N. J. Toronto, Ont. London, Eng.

*Tax Extra

See these handsome Ronsons at your favorite dealer

No individual orders can be filled direct

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DORIS LEE'S TROPIC TOUR



▲ **THE OVERSEAS HIGHWAY,** which lay on Doris Lee's route to Cuba, stretches 150 miles from Miami to Key West and consists mostly of bridges joining small islands. "Pelicans are always circling overhead," wrote Miss Lee. "The Keys are famous for their seafood, lime pies and turtleburgers."

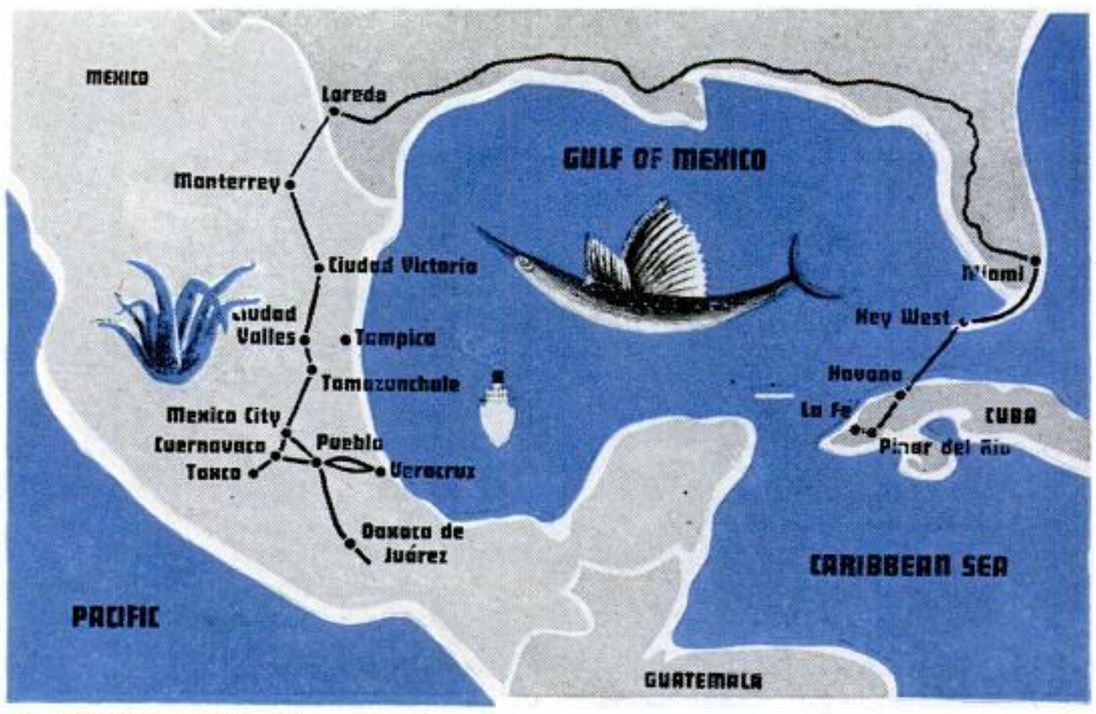
SHE PAINTS A GAY RECORD OF CUBA AND MEXICO

With her husband, a station wagon and a box of paints Doris Lee set forth last year to explore for LIFE a motor route through North America's tropics. She hopped over to Cuba, then doubled back to circle the Gulf of Mexico and begin the main part of her tour: a trip down the Pan American Highway. This famous but still unfinished road has been under construction for the past 10 years and now stretches from Laredo, Texas, through Mexico almost to Central America (*map, right*). By year after next it is expected that the great highway will be completed as far as Panama, thus finishing the main link in a continuous, all-weather road from Alaska to South America.

Whenever Miss Lee saw anything that took her fancy, she stopped the car and made a quick pencil sketch, painting in the colors later. She came back from her tropical tour with a pictorial diary, full of birds and beasts, gaily dressed people and lush foliage. On these pages LIFE presents 15 of Miss Lee's gay paintings which are now on exhibit at Chicago's Associated American Artists Gallery.

Doris Lee, whose last assignment for LIFE was in Hollywood (LIFE, Dec. 3, 1945), has long since established herself as a leading artist, having won some of the most envied art awards in the U.S.: Carnegie, Pennsylvania Academy, Chicago Art Institute. The lively powers of observation which characterize her painting are reflected in the helpful tourist notes which she brought back from this trip. "From Laredo, Texas, where the Pan American highway officially begins, we drove for about 1,000 miles to below Oaxaca," she wrote. "If you get into trouble with your car, there are government patrol cars along the road to help you out. The Mexicans are wonderful car mechanics. In garages or restaurants everybody knows some English, and they love to speak it.

"Although there is inflation, it is cheaper to travel in Mexico than in the U.S. The food is delicious. For light lunches you get a heaping fruit salad, sandwiches and beer. There are plenty of fine hotels and modern tourist cabins. You can get a double room or cabin for $2 to $5 along the road. You never camp out at night. There are too many animals that might crawl on you."



▲ **LEE'S ROUTE** is shown here. This summer an auto ferry will be established between Key West and Cuba and another ferry will eventually ply between Cuba and the Yucatan peninsula in Mexico. When the road is completed to Oaxaca, tourists can make a circle through Cuba and Mexico.

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▲ **HAVANA SIESTA** This Cuban couple, like most sensible people in the tropics, avoid the midday sun. Consequently they are observing custom by lolling on a balcony during their afterlunch siesta, pleasantly provided with a fan, a newspaper and cool drinks. Artist Doris Lee, who sketched this scene from her hotel window across the street, was delighted by the colored tile floors and flamboyant furniture that she glimpsed on balconies like this all over Havana. Says she, "Cubans spend much time on balconies where they sew, water their plants and enjoy the goings-on around and below them."

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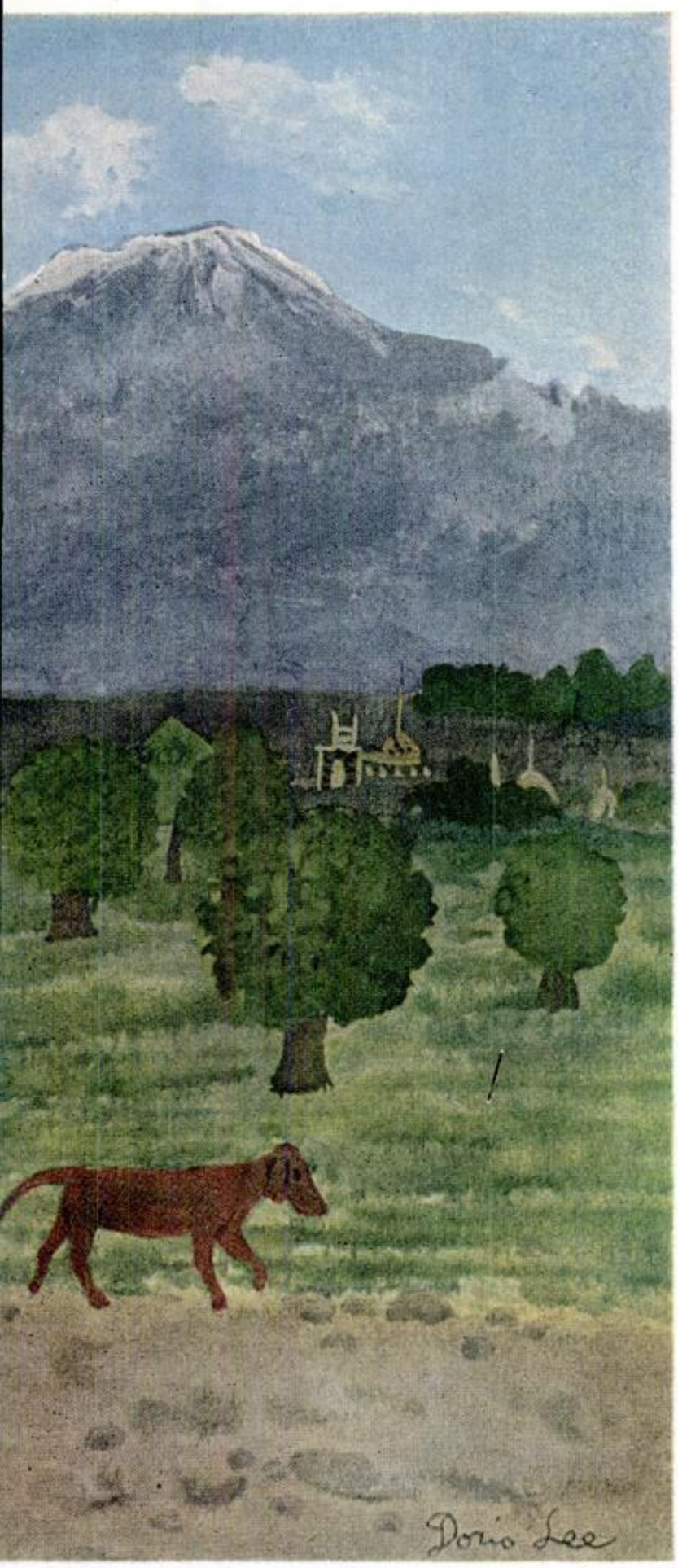
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▲ AFTER THE MARKET
This Mexican family, with dog and burro, are trotting home happily after a visit to the market at Puebla. The large volcano in the background (*left*) is Popocatepetl.

◀ MEXICAN FARMHOUSE
In a paradise of plants, pigs, chickens and children lives this happy farmer's family. Miss Lee saw them in the lush country between Puebla and Vera Cruz.

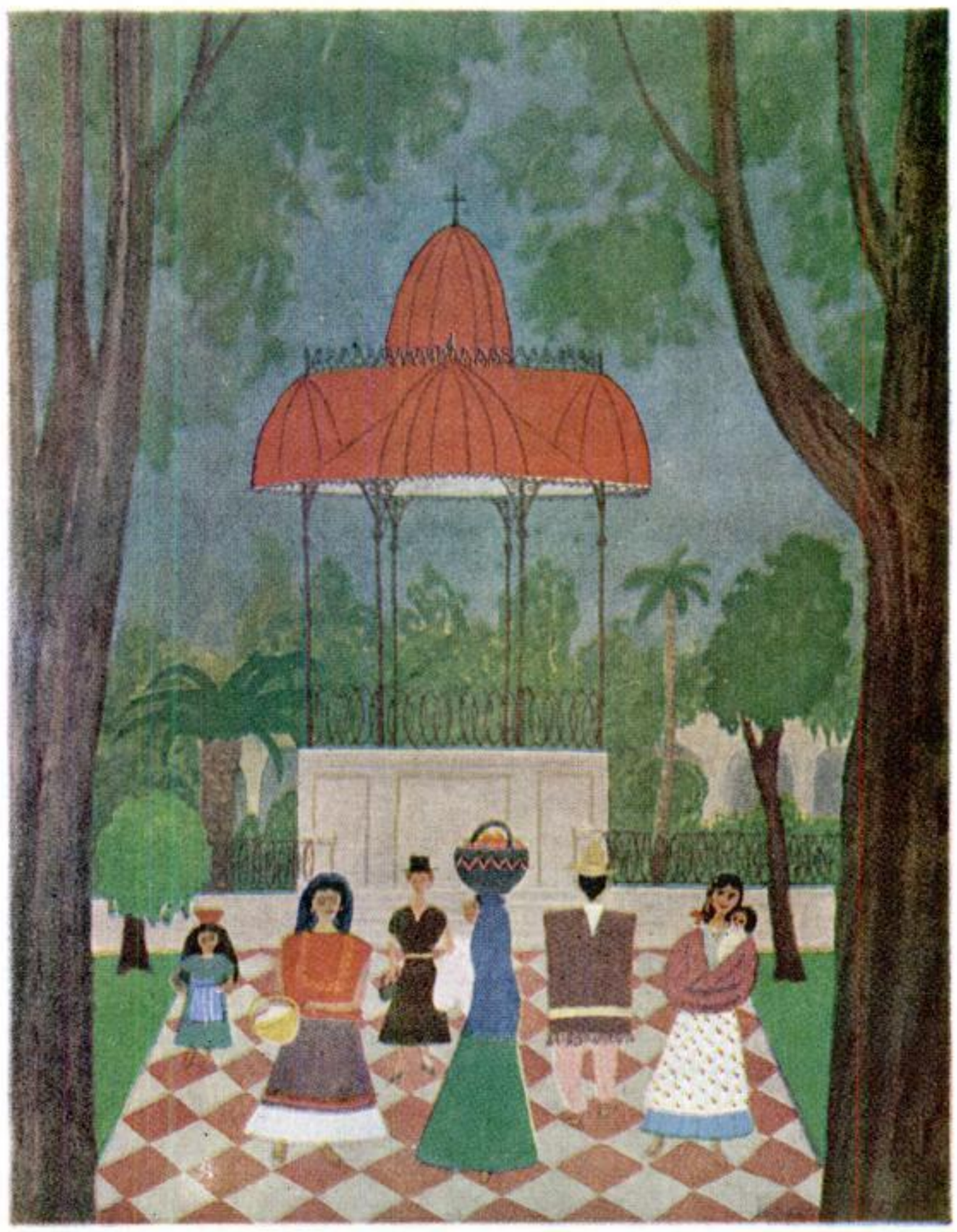
GIANT CYPRESS TREE ▶
Townspeople of Santa Maria del Tule, near Oaxaca, enjoy beneficent shade of an ancient cypress tree. It takes 30 people with outstretched arms to circle its trunk.

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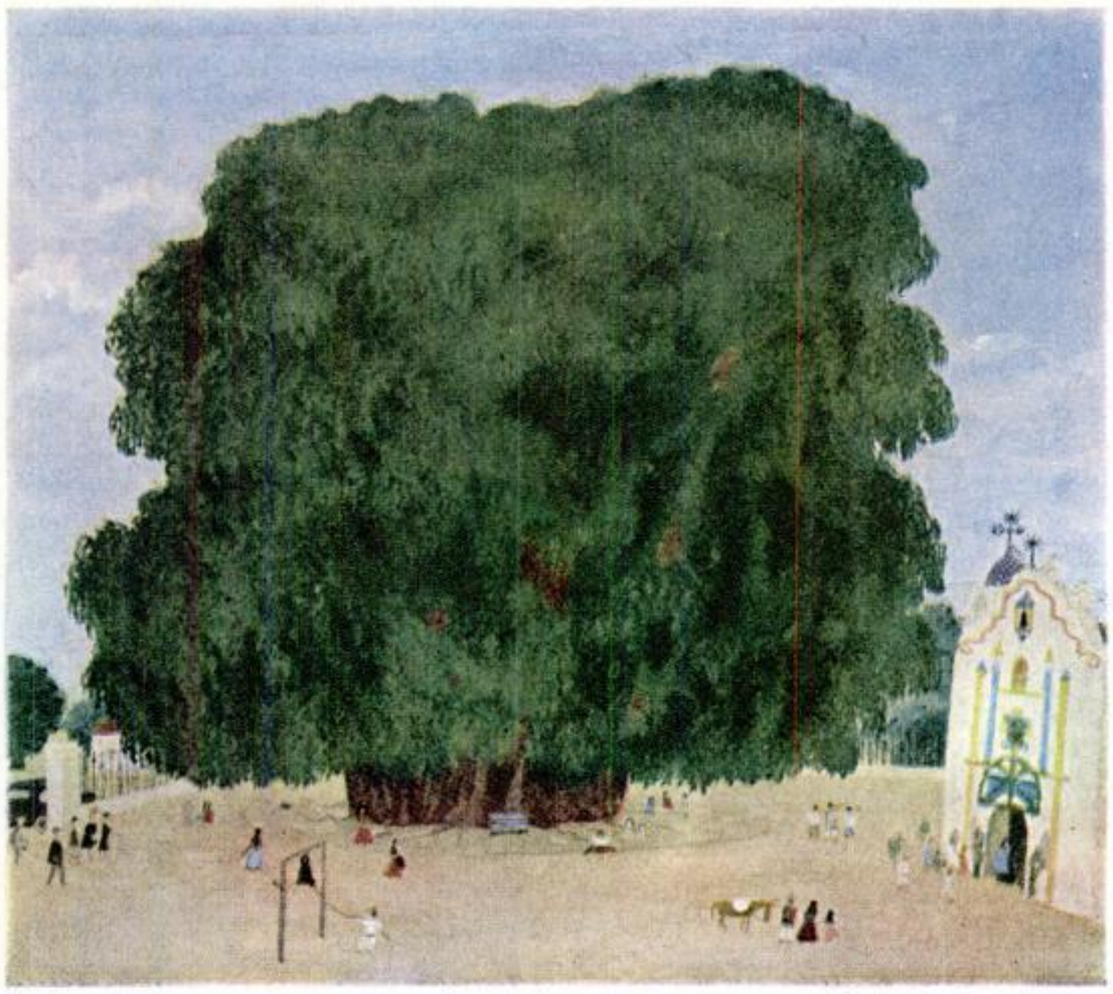




▲ **FIESTA COSTUMES** are worn by two little Indian girls in Dance of the Christians and Moors, which symbolizes the conflict between Christians and heathens. The three-day fiesta, held annually in Taxco, ends up in a display of fireworks. Girl at left is a bride-like Christian. The Moor wears feathers and Coca-Cola bottle tops on her belt which clank together when she dances.

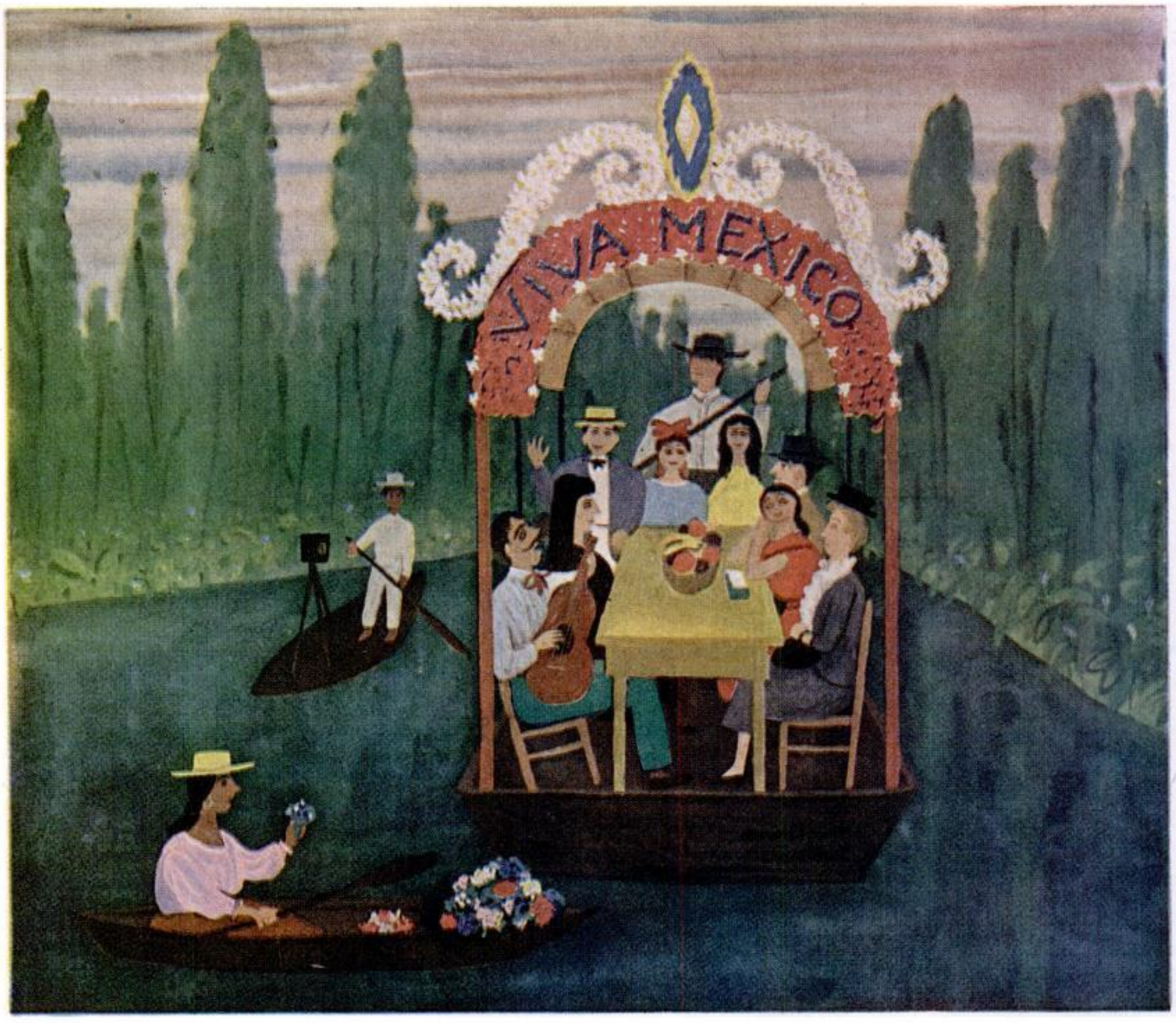


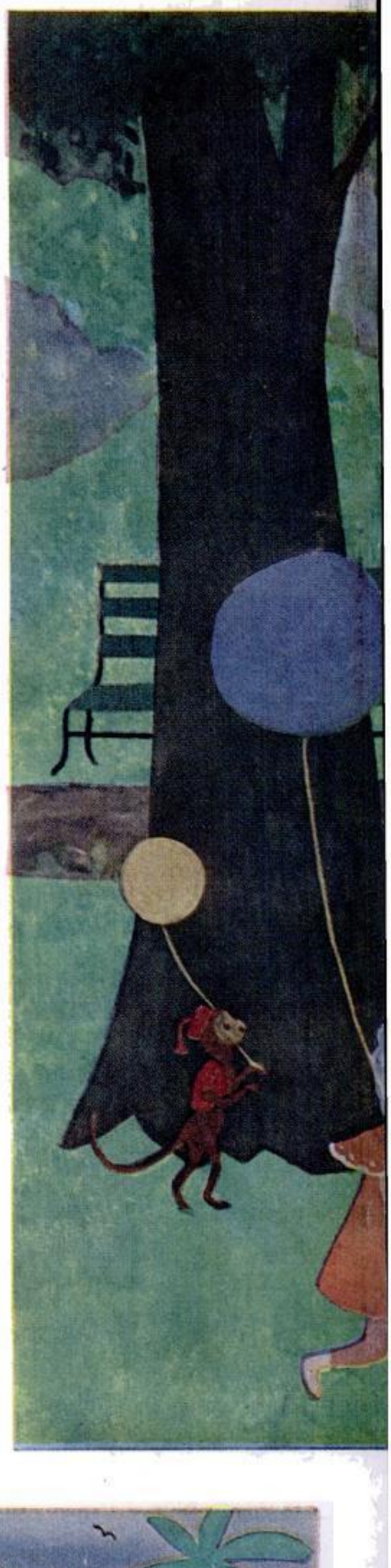
▲ **PARK AT OAXACA** is a place where people love to walk and talk. Doris Lee says, "Every Mexican city and village is built around a park with a bandstand, a center of social and civic activity where the band plays at least two nights of the week. At the drop of a hat a parade starts, led by a brass band."



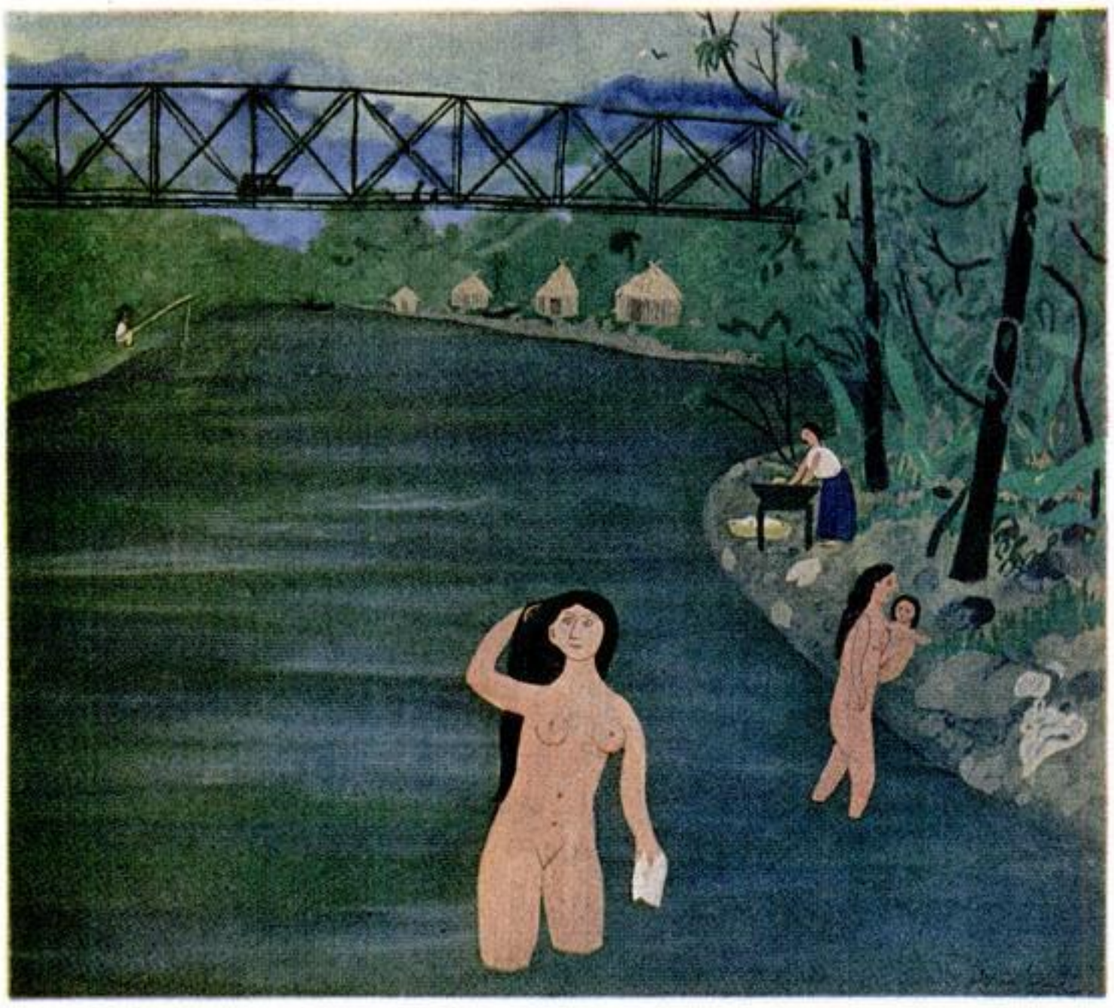
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SUNDAY AT XOCHIMILCO ▲
This is the famous spot near Mexico City where canals weave through gardens. Says Lee, "People often bring their lunch, sing and enjoy the flowers. Banner for the boat is made of flowers, and such mottoes as *Viva Mexico* and *Gloria* are mosaicked with blossoms. Small boats with cameramen, flower girls, refreshments and musicians float by, selling their wares."



▲ WOMEN BATHERS take their bath and do laundry in a river near Tamunzunchale, a name easy to pronounce, says Miss Lee, because it sounds like "Thomas an' Charlie." A Pan American Highway bridge spans river. Mexican women often bathe in public but are growing shyer because of camera fans.

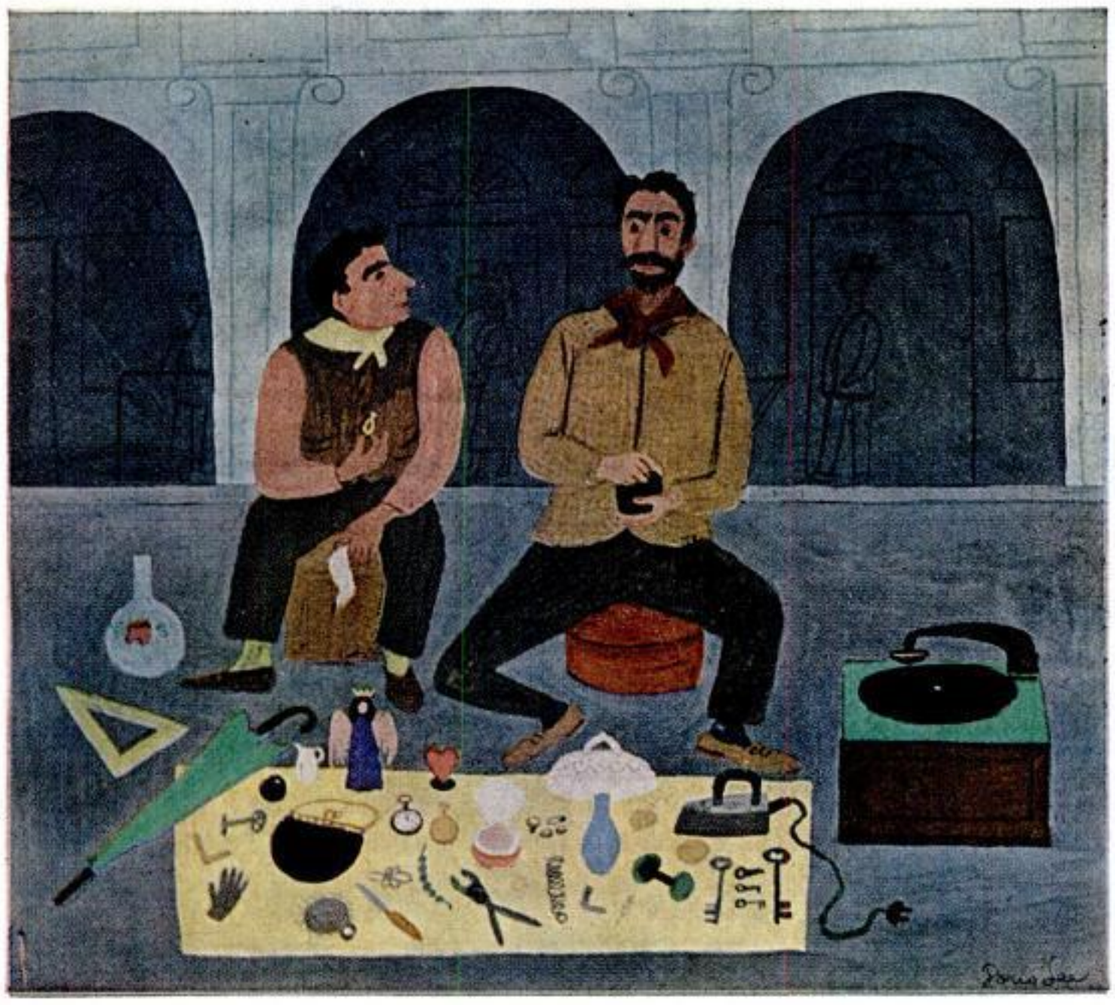


SOCIAL CENTERS ► for women in Mexican villages are community washing pools like this one 30 miles south of Mexico City. Plumbing is a rarity in Mexico, so women who are not near rivers or ponds consider themselves lucky to have a concrete pool where they can scrub and gossip contentedly.

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▲ CHAPULTEPEC PARK

Says Doris Lee, "It is in Mexico City and is easily the most beautiful park I have ever seen. Horsemen and women ride by in fancy costumes. Strange characters sell ice cream, balloons and fortunes selected by trained canaries in a cage. Children are dressed up. Wonderful trees, foliage and flowers . . . and monkey shows!"



◀ THIEVES' MARKET

These two vendors are part of market in Mexico City which got its name because so many stolen articles turn up here. Says Doris Lee, "Here you can ponder over fascinating things such as nails, keys, old purses, parts of electrical equipment." At right is a Tehuantepec woman in a typically voluminous, brilliant costume.



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▲ **TWILIGHT RIDE** "Around sunset we go for a ride," says Doris Lee, "in one of the many sightseeing carriages parked in the center of Monterrey and view the famous Saddle Mountain (*upper center*). The flowers, especially the roses, overwhelm us. Every patio seems to have a rose tree in it." Speaking of the tourist with the camera, who is riding next to her, Miss Lee says, "Every tourist in Mexico has a camera which he uses avidly. The air is so clear that the pictures almost always turn out well." The man riding opposite Doris Lee is her husband, Arnold Blanch, himself a noted painter.



▲ **SPRING ON THE HIGHWAY** In the spring, when Miss Lee was riding over this stretch of the highway, the cactus and yucca plants were bursting into bloom. Of the 1,132-mile-long Mexican section of the Pan American Highway Miss Lee observes, "The road is excellent but one must drive slowly because of the animal obstacles. A sheep or cow may wander across the road at any time, though Mexican shepherds and their dogs (*above*) try to clear them out of the way for you. There are many birds, such as road runners, which look something like cuckoos and scamper along the highway."

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Beauty of tone matches beauty of cabinet in this handsome Victrola 67VI. See how ingeniously the striped walnut veneers blend with the distinctive pattern of the grille cloth! Try some of this month's RCA Victor record releases on it—for these superbly recorded musical favorites bring out the full richness and range of its "Golden Throat" tone system.

Modern design...priced for instant popularity...with the matchless TONE of the "*Golden Throat*"!

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BALLANTINE ALE

PURITY BODY FLAVOR

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THE FOG-SHROUDED PILOT, SURROUNDED BY 170-ODD INSTRUMENTS AND FEELING FOR THE INVISIBLE GROUND, MUST BE ENDOWED WITH SURGEON'S ICE-COLD INSTINCT OF DECISION

THE LAST 500 FEET

With new inventions the airman is piercing the final weather barrier

by CHARLES J. V. MURPHY

SPRING never meant more to a farmer or sailor than this spring means to the American commercial airman. In last winter's slough, with the load factor (percentage of seats sold) below the bankruptcy line and the grisly concatenation of accidents here and abroad making hash of the airman's fine reputation, a number of top U.S. airline executives gathered in Washington. There was a wringing of hands and pulling of long faces. Then Captain Eddie Rickenbacker of Eastern Air Lines got to his feet. "Listen," he said, "this is a fairly simple business. All I ask is 10 days of good weather—just 10 days in a row. . . ."

Given the weird, swift bunching of accidents last winter, after all the commotion over the Constellation, it was natural that many laymen should assume that some generalized, inherent flaw had developed in the airplane. And even travelers who knew better were shaken by the gossip that sloppy maintenance, reflecting labor unrest in the shops, was a cause of many accidents. This story was, of course, groundless. And with time the first fear also passed. Today the load factor which during January and February fell for some major lines to 50% to 60% is back to 70% to 80%; the sequence of accidents has been broken, and, while many carriers are still in serious money trouble, the industry as a whole is much healthier than it was last winter.

With the lengthened perspective and in the kindly, open skies of spring the fundamental cause of the commercial airman's crisis has come more plainly into view. It had little to do with mechanical malfunctioning. Rather the trouble was with the airman himself. Specifically it stemmed from his inability, with the means then at his disposal, to fix his position continuously and precisely as he moved through space at 200 to 400 mph and, most importantly, during the last 500 feet of his descent to the ground when the ground could not be seen.

A breakdown of last year's accidents by types shows how powerfully the navigational problem cuts across the whole question of air safety. The over-all figures for U.S. passenger carriers, domestic and international, scheduled and nonscheduled, were 34 serious accidents and 174 passenger deaths. Seventeen of these accidents (50%) and 157 of the deaths (90%) fall into two types: running into mountains, hills or high terrain en route between airports—five crashes, 92 deaths; attempting to approach or land at an airport in bad weather—12 accidents, 65 deaths. To be sure, nearly every accident has circumstances peculiar to itself which tend to twist it out of any pattern in which it may be placed. But, several exceptions aside, the mishaps in the first group are bound together by a common thread of human frustration. At one stage or another in the fatal sequence the pilot was either lost, knew that he was lost and was powerless to save himself, or though lost he did not know he was lost and could hardly have been expected to know.

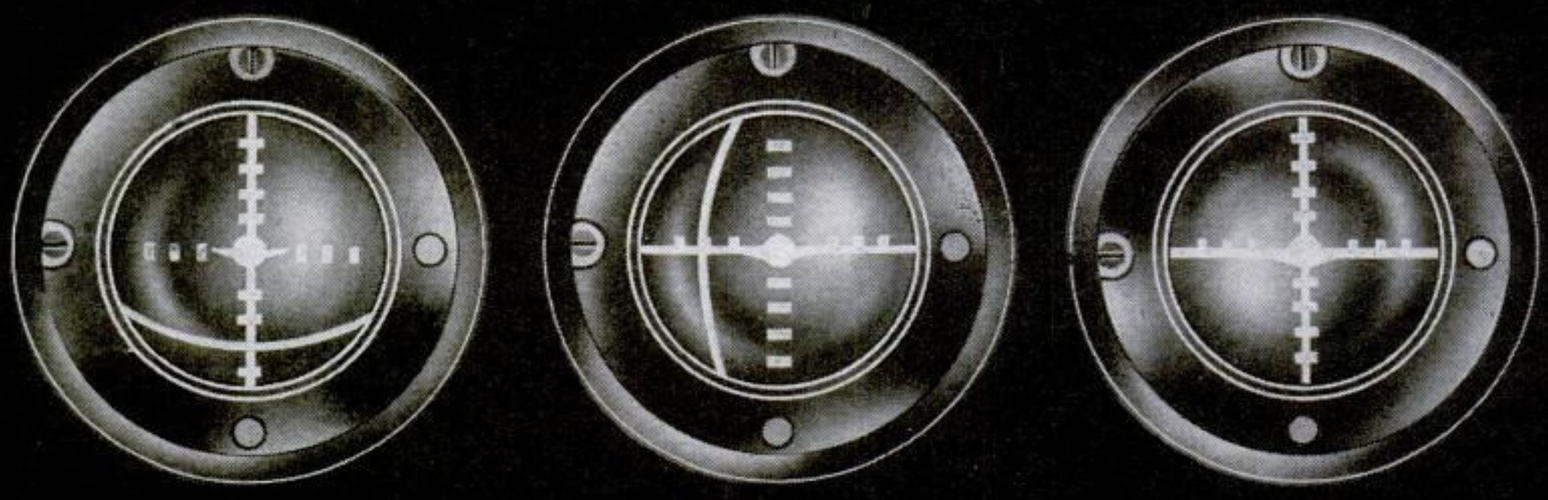
This navigational difficulty to a large extent is being mastered. Generally speaking, airplanes ran into mountains because the airways navigation system laid down in 1933 was inadequate for 1946 needs. Now more powerful radio range stations are being installed. And where before the airman had but four courses to home on, the new omnidirectional ranges supply courses around the compass. Best of all, with the automatic devices now in development he will soon be

TEXT CONTINUED ON PAGE 84

DRAWING ON NEXT PAGE

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ILS GIVES PILOT DIRECTIONS ON ELECTRONIC DIAL



These three views of the same ILS dial show how a pilot can make a correct airfield approach by merely consulting two indicator needles on the dial, a horizontal one and a vertical one. If the plane is coming in too high, the horizontal needle will drop down (*curved line in drawing at left, above*); if too low, the needle will be above the center line of the dial. If the plane is flying too far to the right or left, the vertical needle will be correspondingly deflected (*center drawing*). If the plane is flying right on the beam, both needles will cross the center of dial (*drawing at right*), indicating to the pilot that his approach is correct.

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RADIO BEAMS AID LANDINGS

There are today only two commercially developed systems for helping airplanes to navigate and land in bad weather. The large drawing on this page is an artist's conception of how one of these systems works. This is ILS (Instrument Landing System). An airfield is shown at upper right as an irregular triangle, with two mobile transmitters at opposite ends of one runway. Each transmitter sends out a pair of radio beams. One pair is elliptical and one pair is round. They extend into the air at a 2½° angle from the ground and have been sliced off at lower left by the artist to show their shape. These beams overlap, forming at their center an invisible pathway in the sky, shown in white on the drawing. An airplane approaching the airfield can be flown along this beam directly to the runway and landed, although the pilot may be able to see nothing. He does this by referring to an ILS indicator dial in the instrument panel of his plane (*see sketches of dial at top of opposite page*). Two needles on this dial tell him whether he is to the right or left of the beam or too high or low. The wide short-wave beams extending on either side of the airfield warn the pilot when he has missed the track.

For an explanation of GCA, another all-weather system which so far has been used mainly by the Army and Navy, see next page.

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The Maxwell House Blend

No other Instant Coffee like it!

THE LAST 500 FEET

TEXT CONTINUED FROM PAGE 81

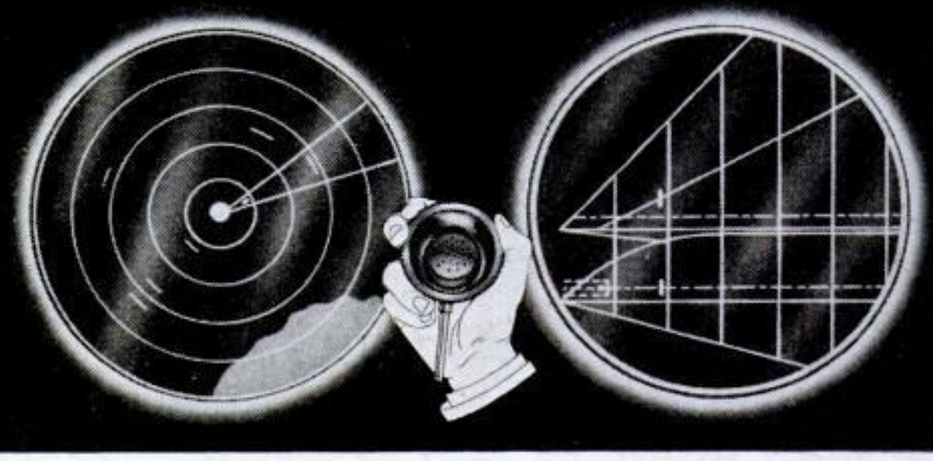
able to fix his position at all times. Heretofore the beam has only told him that he was somewhere on a line.

The actual business of getting the airplane down to earth in bad weather raises other and more difficult problems. The navigational hazards are measured in feet, not miles; here, paradoxically, is the critical stage of flight for a machine that is otherwise able to reach with ease any part of the globe. It gives rise, as we have seen, to about a third of the accidents and was the source of much of the industry's economic woes since by Civil Aeronautics Board (CAB) regulations schedules were canceled whenever the ceiling fell below 500 feet.

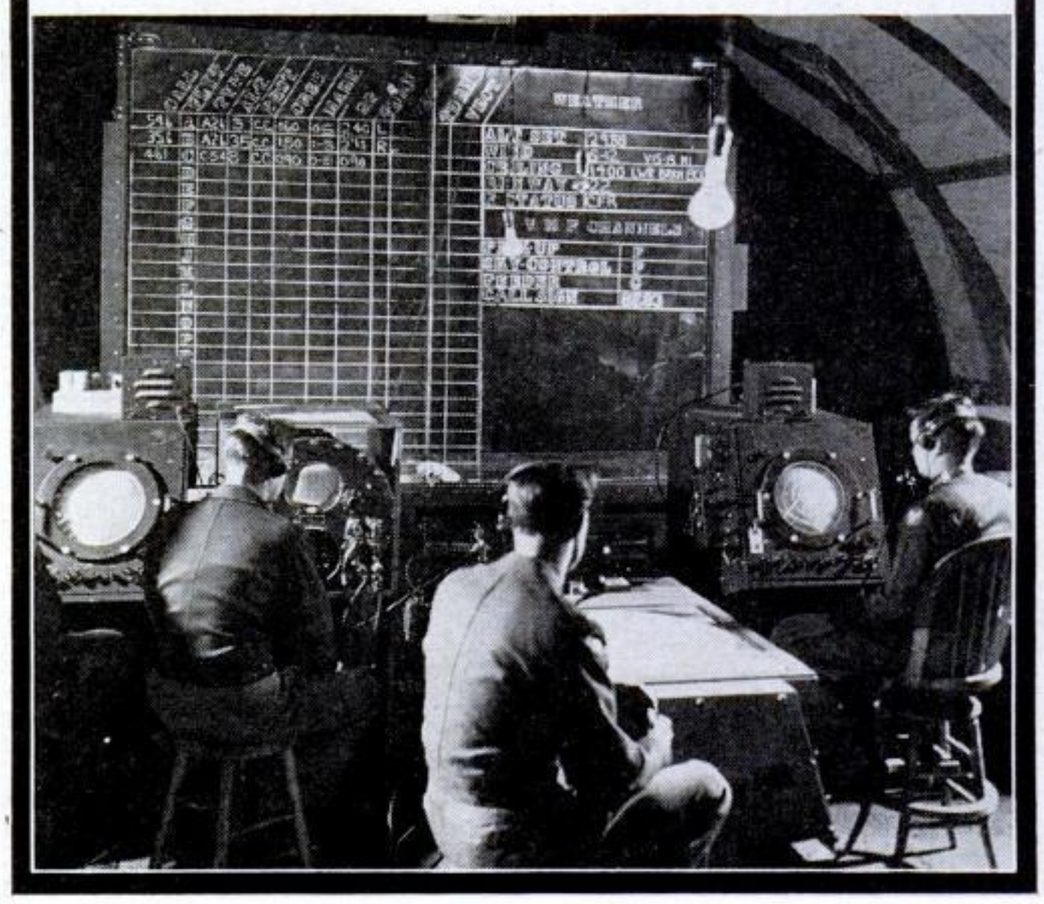
In all human experience there are few situations to equal, for sheer compressed nervous strain, the act of piloting an airplane through the final approach to an airport concealed in heavy overcast. For the pilot responsibility of decision at this juncture reaches its ultimate loneliness. Until recently only four things were available to help him down to the ground: an altimeter with a possible error of 200 feet; a narrow (but not narrow enough) radio beam to give a rough line to the runway; a pretty good compass, and a vertical radio beam (called a fan-marker) to send up a pulse across his path and thus inform the pilot at two widely separated points along the descent how far to go to the end of the runway. With these inade-

CONTINUED ON PAGE 87

ANOTHER LANDING SYSTEM IS GCA



GCA is a radar landing system in which a man on the ground "talks" a pilot onto an airfield by giving him instructions by radio. To do this the ground operator consults two radar scopes (*above*). The one on the left shows the general position of the plane in the air as a moving dot of light, or "blip" (small dot near center of scope). By following the blip as it moves across the scope, the ground operator can tell the pilot how to alter his course in order to reach the airfield. When the blip approaches the center of the scope the operator knows the plane is almost directly overhead. He then switches to the dial at right above. This gives, in top and side views, a detailed picture of the plane's position in relation to runway (dotted lines). By following the blips on this scope the operator can safely guide plane down until it touches the ground. Picture below shows GCA equipment in traffic-control room at Clinton Army airbase, where heavy air traffic requires use of several GCA units at same time.

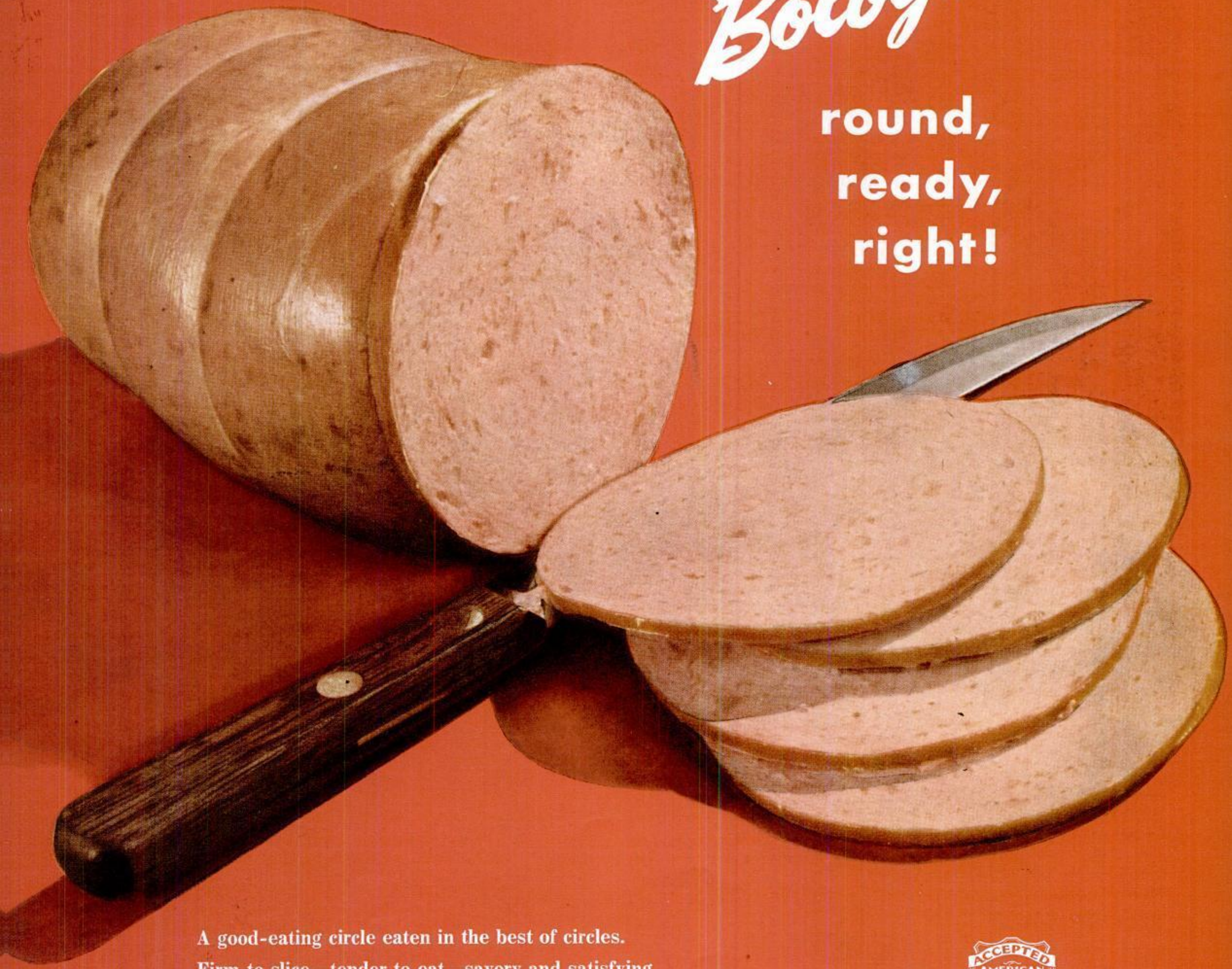


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quate aids, together with rigid flight procedures, the airman managed to shove back the ceiling requirements to 500 feet and even less. When he did come a cropper it was almost always possible to place an accusing finger on some obvious blunder, some violation of set procedure.

For every emergency condition in the air there is a theoretically safe countervailing procedure. It is therefore possible to argue, as the CAB examiners do, that if pilots followed the book, accidents would almost never happen. But they do happen, to 12,000-hour pilots as well as to the 2,500-hour pilots, and in many cases it was because the load on a man's mind was one straw too many. "Remember," says President W. A. Patterson of United Air Lines, "that we are dealing with a fragile and wonderful thing—the human brain."

The point could be documented in many ways. The story that follows, it should be clearly understood, is not a typical accident; it comes, like some of the tales of the sea, straight out of the chamber of horrors. But in an exaggerated way it lights up the technical and psychological problems that inhabit that last wedge of dubious air.

The incredible tale of Flight 510-D

ONE night last May a DC-3 airplane, Flight 510-D of Viking Air Transport, a nonscheduled carrier under charter, left Newark airport with 29 passengers—several for Norfolk, the rest for Houston and way points. It had arrived at Newark two days before from its home base in California, after a charter run across the continent.

Viking was engaged in a transcontinental tramp operation and had then been operating about five months. It owned four airplanes and, like most of the other nonscheduled operators that scrambled for a place in the postwar air, the company was formed around war veterans and surplus Army aircraft.

The copilot on Flight 510-D, David Miner, 29, was an Army glider pilot during the war. Prior to the flight in question he had had only 100 hours in DC-3s, with but 10 on instruments. The pilot, William D. Anderson, 27, was an experienced commercial airman—2,500 hours in the air and three and a half years as copilot with Western Air Lines.

Beyond Philadelphia, Pilot Anderson was persuaded by an adverse weather report to pass Norfolk by. He landed instead at Richmond, where he got rid of the Norfolk passengers. He spent a worried two hours checking weather analyses in the operations building. After mulling over the maps, he remarked gloomily that he did not like the weather ahead and "thought he would not take off." Copilot Miner had come to the opposite conclusion and an intense argument ensued. The Eastern passenger agent, Charles Moser, who overheard the discussion, subsequently testified at the CAB hearing, "Miner wanted to take off and Anderson said it didn't look too good and Miner said he thought it did." In the end, the junior's view prevailed.

When Anderson took off at midnight the ceiling was barely 400 feet and visibility only 4 miles. Nearly half an hour later he informed the Richmond tower that he was 40 miles south, above the overcast and returning because of a "rough engine." Just before 1 o'clock the airplane, with one engine misfiring, lunged low over the field at an angle with the runway and disappeared into the fog. The last word from Anderson was that he was returning to the range for a second approach.

The gathering drama communicated itself to the ground. A man named J. A. Williams, in bed and undressed in his dwelling on the edge of the woods 6 miles southeast of the airport, was so disquieted by the noise made by Flight 510-D that he ran outside to peer upward into the fog. "It seemed to be a sound of giving the motors gas, and then 'blup-blup'. . . . When you hear something like that, it makes you feel uneasy . . . and this engine sounded kind of funny. . . . It came closer and closer; it seemed he tried to go back to the airbase, and then it seemed that he went southwest. Then it crashed. . . . " Everybody on board was killed—25 passengers, the two pilots.

The balky engine was an obvious villain and the CAB investigation centered on it. Two Army mechanics at Richmond recalled that Anderson had had a hard time starting the right engine and was clearly suspicious of it. The throttle quadrant was found buried in 5 feet of mud and it revealed exactly what CAB investigators expected to find: the right mixture control and the right ignition switch in the "off" position.

So Anderson had shut off the right engine sometime before he crashed. Even so, he should have been able to maintain level flight on one engine; yet the wreckage was wedged all in one spot and

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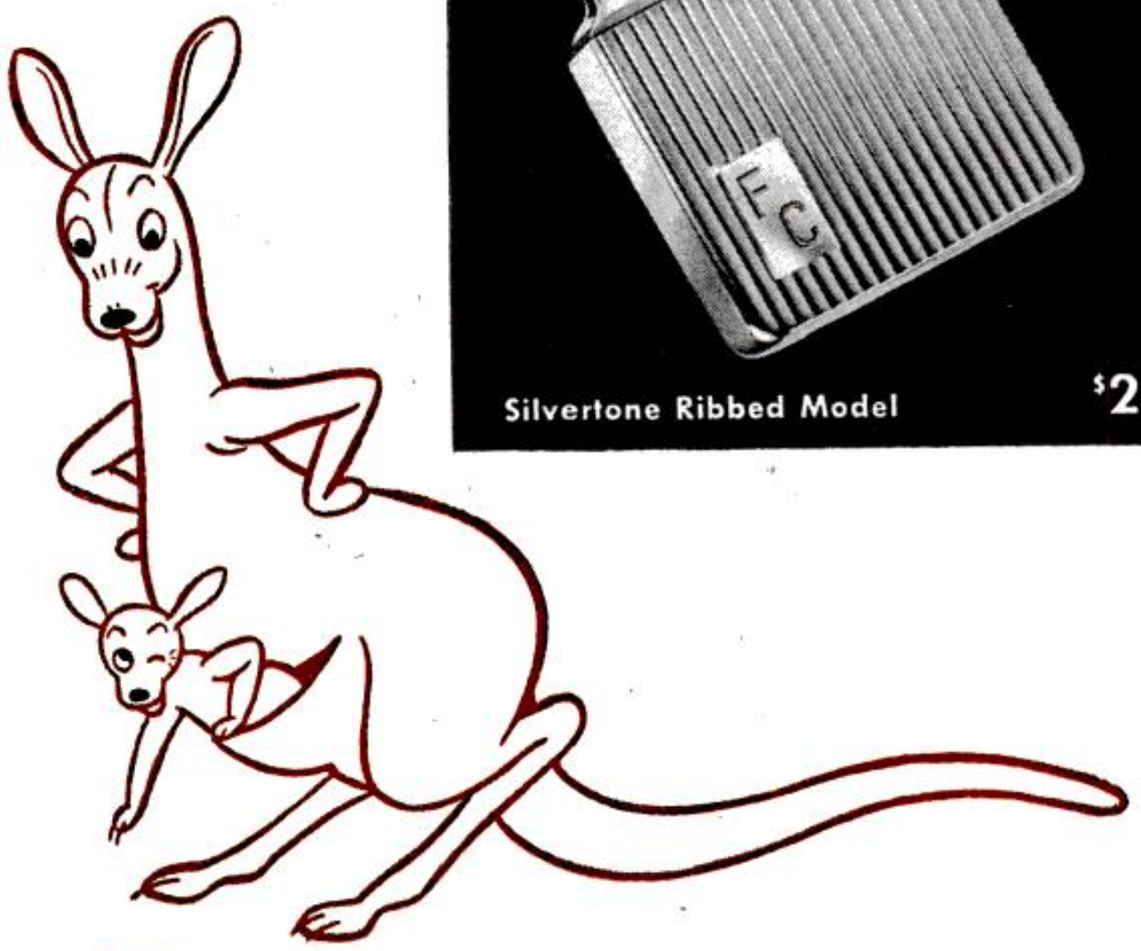
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driven deep into the mud. Plainly he had hit with terrific force. Was he in a stall?

As the examination of the engines progressed, a horrifying fact came to light. The right engine—the one which Anderson had shut off—was in good running order. But the left—the one with which he had tried to stay in the air—was not. A large crack, with worn, blackened edges, was discovered around No. 6 cylinder. Metallurgical analysis established that the flaw was an old one. Since Anderson would not have taken off with one cylinder out the only possible deduction was that the cylinder wall had finally given way after the take-off and before the crash. The CAB investigators were therefore confronted with the macaber fact that Anderson, under some misapprehension not immediately clear to them, had shut off the wrong engine.

At this juncture Anderson's psychological qualities came under study. A CAB investigator who wondered why Western Air Lines had never promoted so experienced a pilot to captain uncovered the piece that completed the puzzle. A fundamental requirement for captain's rating is the ability to keep control over an airplane under emergency conditions, with one engine stopped and the airplane on instruments. Anderson, otherwise a competent pilot, had repeatedly flubbed this test and Western's check pilots declined to certify him as fit to command an airplane. This was precisely the situation in which Anderson found himself over the Henrico County woods. And now the story of Flight 510-D began to emerge with Conradian finality.

Though Anderson had quit Western because it would not promote him, he seemed to have been aware of his weakness. His reluctance to risk the dubious weather beyond Richmond revealed his inward doubts, just as his final yielding to the copilot's argument to go on disclosed an indecision which was part of his character. The captain of an airplane is by law in absolute command; in this instance, however, the relative status of the two men seems to have been compromised by the fact that Miner, a stubborn man, was also a Viking stockholder.

Anderson was deeply troubled. If there had ever been anything wrong with the right engine, it was probably nothing more serious than a wet ignition harness which must have soon dried out. But Anderson was subconsciously afraid of it, and when the first serious roughness developed south of Richmond—caused almost certainly by the fracturing of the cylinder in the left engine—he instantly assumed it was the right which had finally betrayed him. He reduced the power and turned back. Had he left the power on he would soon have realized where the trouble really lay, but his caution completed the trap enclosing him. He made the first approach, missed, and then, to climb fast, applied full power. The vibration started all over again; the airplane shook as in a giant's grip. Nevertheless Anderson got lined up with the range a second time and once more sank into the black depths of the overcast. He tried to concentrate on the instruments, each in its pool of greenish light, but the terrible shaking distracted him. In desperation he shut down the right engine.

The end can be surmised. Anderson did none of the things that might have saved him: he never pulled up the landing gear, although it was a drag on his power; nor did he feather the right propeller; nor did he try to start up the right engine again. As death came at him through the flickering instruments he must have realized that the combination of conditions that had always been too much for him in the simulated aspect were too much for him in fact.

New systems

IT is a melancholy fact that there were in existence not one but two systems that in all probability could have saved Anderson and most of the other pilots in the same fix.

The public in recent months has heard a good deal about these systems. One, the Civil Aeronautics Administration's Instrument Landing System (ILS), is a prewar development. The other, Ground Controlled Approach (GCA), is a modification of a wartime radar technique. The basic principles differentiating them are set forth in the diagrams on pages 82 to 84. Suffice it here to say that the first utilizes a radio beam to provide a glide path down to the runway—a kind of strand through the darkness. With the other a man on the ground, following the progress of the airplane on a radar screen, talks the pilot down.

The CAA, shaken by last year's disasters, is now driving hard on a $175 million program which calls for about 100 ILS and 23 GCA units in place at the nation's principal airports by the end of 1948. In addition, more powerful runway and landing lights than are now in use are to be installed at many airports. The net effect of

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this program will be a gradual pushing down of the ceiling requirements from the present 500 feet to an estimated 200 feet—a 300-foot gain at a cost to the government of roughly $585,000 a foot and well worth it.

However neither system is good enough for zero-zero landings. The beams employed in the ILS units now being installed cannot be sighted with the absolute precision such a landing calls for. Furthermore the effects of FM broadcasts or even rain on the runway will sometimes bend or twist them. And GCA, though crack crews can do marvelous things with it, is simply not accurate enough to call all the shots perfectly.

For the last 200 feet down to the ground—and the zero-zero landing—the airman must wait for an automatic pilot tied into a radio beam absolutely fixed and true in space. Both are in an advanced stage of development. Wartime radar research by Sperry Gyroscope Inc. into superhigh radio frequencies opened up a field of wave lengths, called microwaves, of awesome precision. But Sperry engineers say they will need upward of three years and $1 million to develop a superbeam for what they call "a bumpless zero-zero landing."

Meanwhile Sperry also has in production an automatic pilot of unbelievable virtuosity. This can do just about all the routine things that a pilot is called upon to do: take off, climb, raise and lower the landing gear, retract and extend flaps, regulate the throttle, steer a course home to a predetermined airport. Day or night, clear or foul, thunder or quiet, 100 miles or 700 miles, it is all the same to the automatic pilot, happily beyond the fatigue and emotional aberrations that unsettle the human mind.

Associated with this robot is an electronic contraption known as the Black Box—a foot-long aluminum container crammed with tubes, resisters and condensers and weighing about 13 pounds. Its specialty is the 8-to 10-mile landing approach and the actual landing. Keyed into an ILS beam the Black Box, through the automatic pilot, will direct the airplane down the glide path with a nerveless hand and, subject only to the eccentric behavior of the beam, do so more precisely than can the most careful pilot. So far the last few feet of air—the liquid instant of the stall—are too much for it. The human pilot would at that point take over the controls.

Five years would not be too much to allow for ushering in the full automatic landing as a practical, commercial operation. Nevertheless several airlines with an eye for the mechanical millennium have already ordered the Black Box, along with the automatic pilot, for their four-engine airplanes.

Flight by robot

FANTASTIC as this may seem, it represents but the bare bones of what is running through the minds of the instrument engineers. Need presses invention hard. The air over and between the great metropolises of New York and Chicago is on the verge of becoming a kind of interstellar ant heap. So far the first superduper head-on crash between airliners milling around in the overcast has yet to happen, but there have been some hair-raisingly close calls. Last December after a DC-4 and a DC-3 had brushed together lightly, in the dark above Maryland, a CAB official remarked gloomily, "This starts a whole new pattern of accidents."

It need not. The General Railway Signal Company, which developed the famous block system for the railroads, is attempting to devise a counterpart for the airways. Working on this problem is a venerable genius, Mr. S. N. Wight, a gentle, terrestrial gentleman whose gaze for a lifetime has sighted down the parallel lines of steel. If Mr. Wight should succeed in cracking the airman's traffic-control problem, it would only fulfill the minimum conditions of poetic justice; the "old fogies" of the railroads have had to take plenty from their rivals.

Since the Black Box, in electronic union with the automatic pilot, can steer a finer course than any human pilot, the ideal of the gadget engineer is full automatic flight, from take-off to landing. Needless to say, the pilot will still be necessary. As Sperry's President Preston R. Bassett says, "The aim is to reduce the load upon him and conserve his intelligence for the most serious demands."

As the air grows more crowded, the pilot's most urgent need is exact information about himself in relation to the ground and other aircraft near him. Half a dozen ingenious systems are in independent development to fill this want. Adorned with such Wellsian names as Teleran, Navar, Lanac and so on, they employ radar, television and radio or combinations thereof to pass a stream of information between ground and air. Sperry, for example, has a scheme based on the facsimile principle, which is an intended adjunct of

CONTINUED ON PAGE 93

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THE LAST 500 FEET CONTINUED

its automatic-landing system. As the airplane approaches the metropolitan area there would materialize, movielike, on a circular disk of white paper, a facsimile map of the city underneath, with the pilot's assigned flight track to the approach track sketched in. Thereafter at six-second intervals an unseen pencil on the ground would trace his progress toward the runway and note for him additional pertinent information concerning the wind, runway conditions and so on.

Federal Telecommunication Laboratories, which developed ILS, and Radio Corporation of America have equally ingenious schemes for doing the same job. If one were to believe the electronicists the day is not far distant when airmen will make their way about the globe without ever unfolding a map. Remote in their hermetically sealed cockpits, they will—in theory—merely follow a combination of meters and lines on a dim, phosphorescent screen.

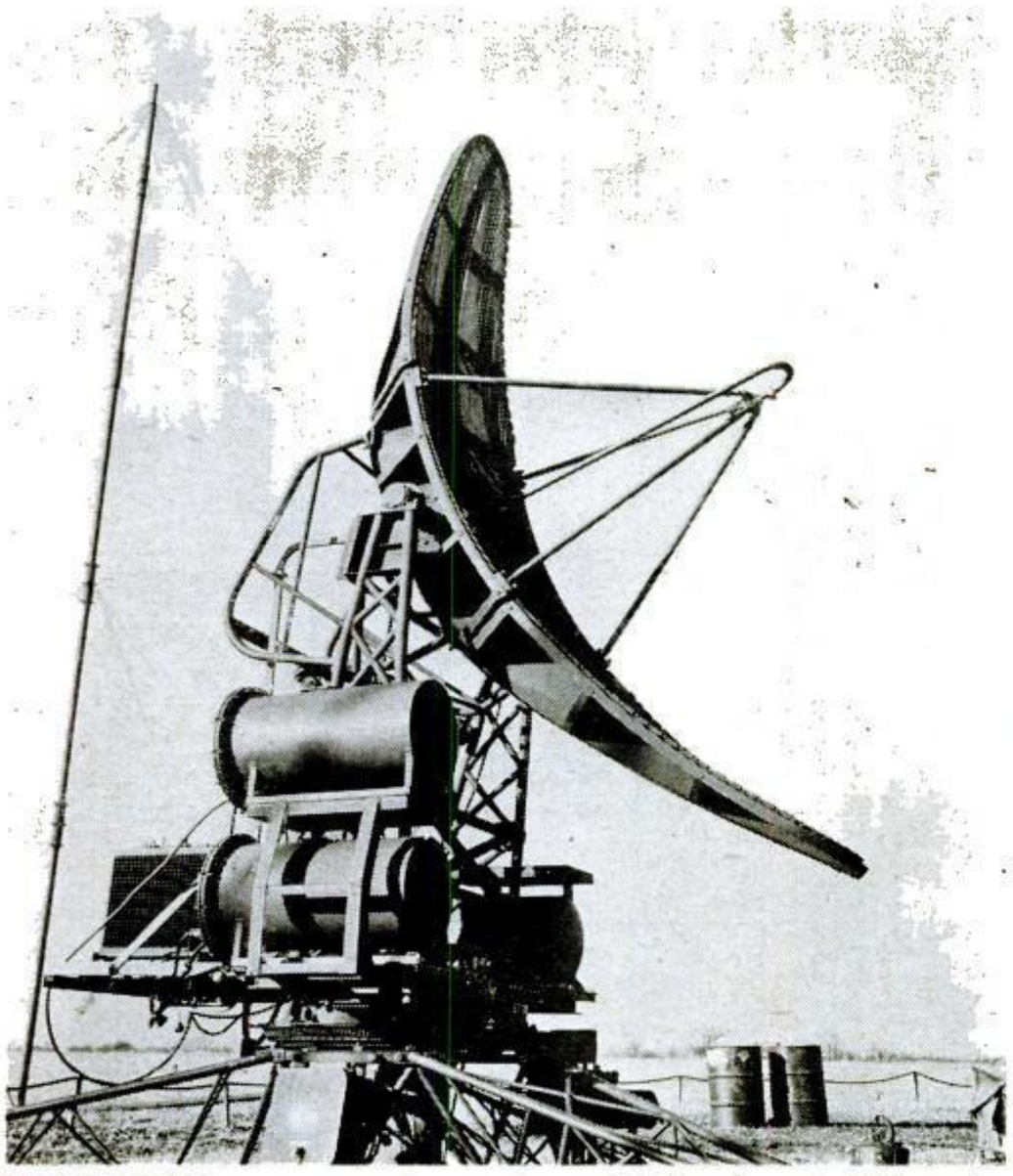
At the moment these ideas are little more than gleams in their inventors' eyes. But powerful companies sponsor them and even if they should eventually fall short of their promises invention is sure to be carried to still more fruitful levels in the process of experiment.

Summing up the question of how safe is the air, we can say with Chairman C. R. Smith of American Airlines, "The big thing we have got right now is a beam that will help a pilot get down to the ground through weather and another beam for checking him on his course. And we've got something else—the answers to the technical problems that have been bothering us."

To be sure, no one system currently embodies all these answers. But bits and pieces exist, in various stages of development, which can be fitted together to produce by the winter of 1948–49 an airways system effective down to a 200-foot ceiling. Beyond that, however, a zero-zero, semiautomatic airways system is a full five-year job and would cost, conservatively, $200 million.

Who will pay for it? That's the rub. The airlines, by and large, are broke; Congress is hacking at the budget. Certainly the air traveler, as the direct beneficiary, should be called upon to pay part of the costs as an item of fare. But the general obligation of preparing the air for the enormous expansion making up is primarily a federal one.

When last winter's crisis burst upon the CAA, which specifically bears responsibility for administering the airways, it had declined into a mental outlook more befitting the guild of harness-makers. It is making a valiant effort to get a fresh grip on its affairs. The job before it is a huge one: to put to rights not merely an industry but an art, affected with broad national interest, in which we have hitherto been without a peer.



LITTLE ABNER, a wartime nickname, is part of GCA radar unit. With steady bobbing motions it makes continuous measurements of the airplane's altitude.

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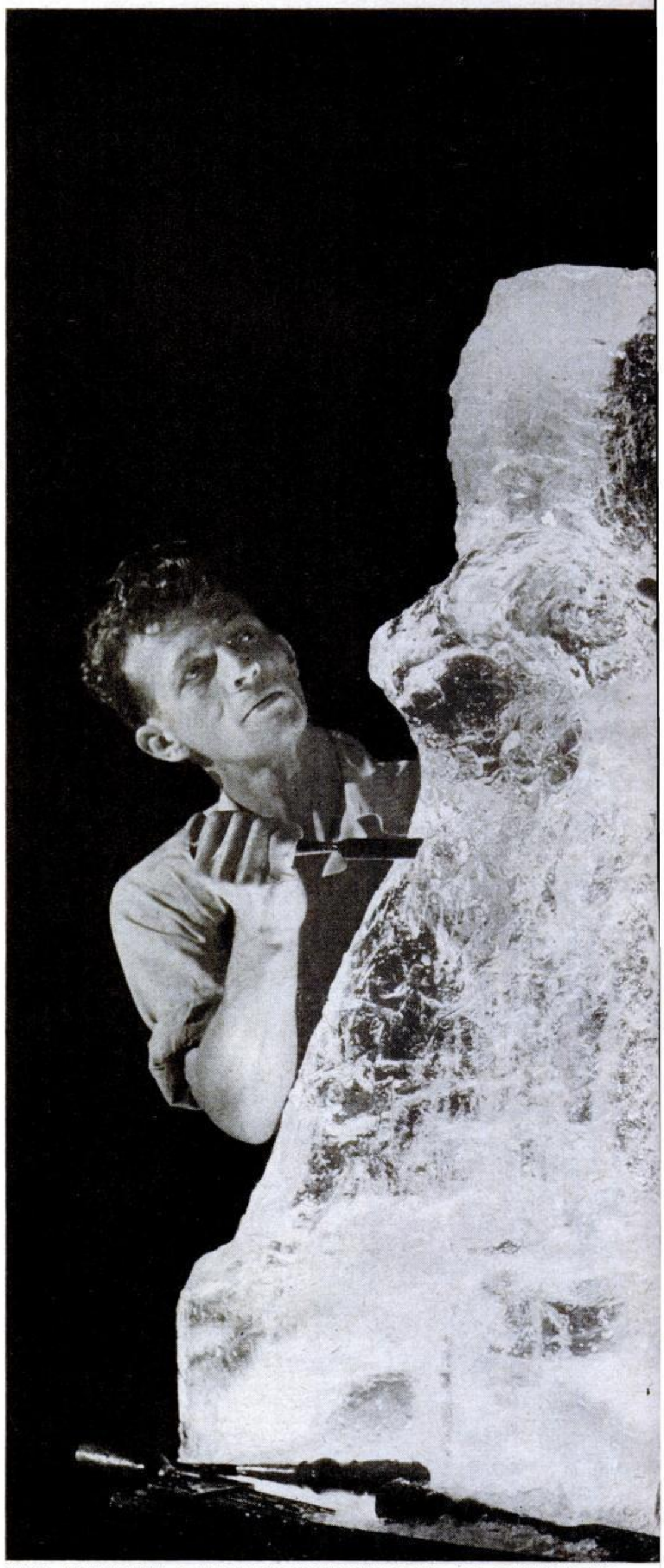
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ICE SCULPTURE

Hollywood artist makes money and a full-time career carving fanciful figures from ice cakes

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MODEL, SCULPTOR TOM SHERBLOOM STARTS WORK ON AN ICE STATUE

Of all the arts few are more frustrating than ice sculpture. Even the most ambitious works shrink and trickle away within a few hours. But the financial rewards of such chilly effort can be highly satisfactory. A woodcarver's son named Tom Sherbloom, whose loving handiwork appears on these pages and who claims to be the only full-time ice sculptor in the U.S., makes $15,000 a year selling his big ice carvings to Hollywood hotels, restaurants and givers of movie parties. Sherbloom's studio is the rear loading platform of an ice plant where he stands in a welter of slush creating everything from frozen dachshunds to huge, lumpy nudes (*p. 96*). He uses up half a million pounds of ice a year.

CONTINUED ON NEXT PAGE



LONG ON STYLE . . . The Pastel "Shortie" Coat demands a **SWEETHEART SOAP** Complexion



• Wear this adorable new "shortie" coat 'round the clock! Its soft-colored fleece and trim tailoring pay a compliment to your smooth, radiant SweetHeart complexion.

So Discover the Floating Lift of **SWEETHEART'S** Extra Lather!



• DISCOVER SWEETHEART'S 1-2-3 *Extra Lather* BEAUTY CARE! Night and morning, massage your face for one minute with SweetHeart's *Extra Lather*. Rinse with warm—then icy cold water. See these 3 glorious results. Your skin is *cleansed . . . stimulated*...looks more *radiant!*

• Don't simply dream of lovelier skin! Today discover SweetHeart Soap's glorious, new 1-2-3 *Extra Lather* Care.

It's a joy to experience! For pure, mild SweetHeart gives up to *twice as much lather* as average beauty soaps. This soft, billowing lather has a gentle *floating lift*. Pictures taken through the microscope *prove* it.

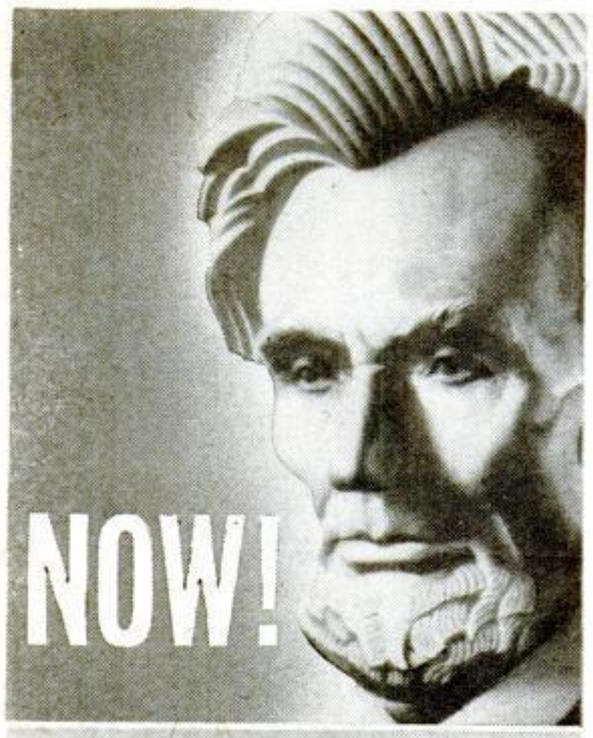
Yes, countless bubbles bathe the outer pore openings . . . *lift* off dirt and dry skin flakes. *Float* them away! That's why SweetHeart lather is wonderful for gentle, deeply cleansing massage. Wonderful to help reveal your skin's true loveliness!

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For tub and shower, you can now also get the new, large bath size. SweetHeart's *extra lather* with its *floating lift* is marvelous.

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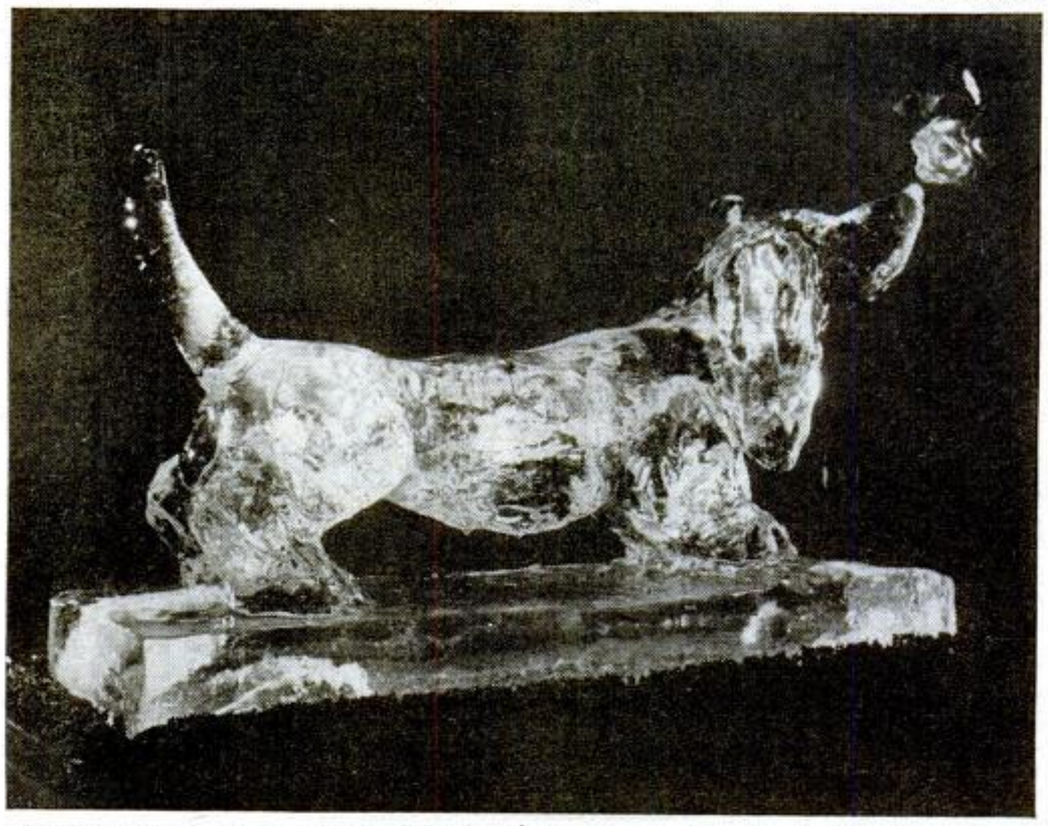
FINISHED STATUE of Miss Welles was carved from 300-pound cake of ice. Sherbloom's regular customers are restaurants, which pay about $20 per piece.



DONALD DUCK and other animals (*right and below*) are favorite subjects.



SHINING TROPICAL FISH has begun to melt, will soon lose its shape.



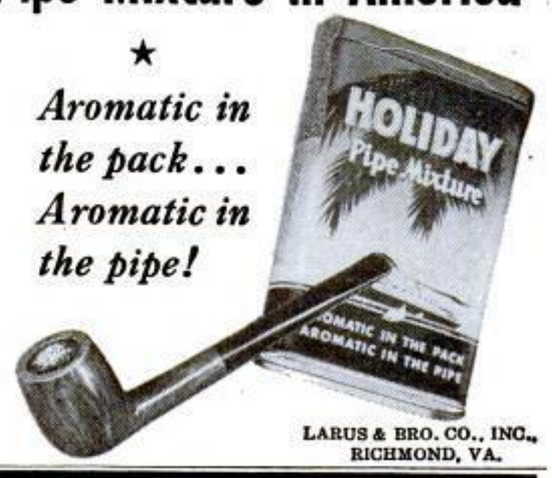
LONG WELL-CHILLED DACHSHUND was 15-minute job. Sherbloom works very quickly, sloshes around in ice water for hours, never catches cold.

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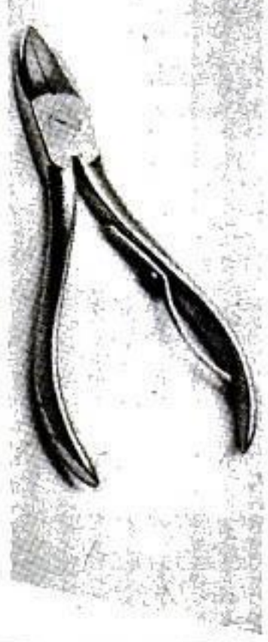
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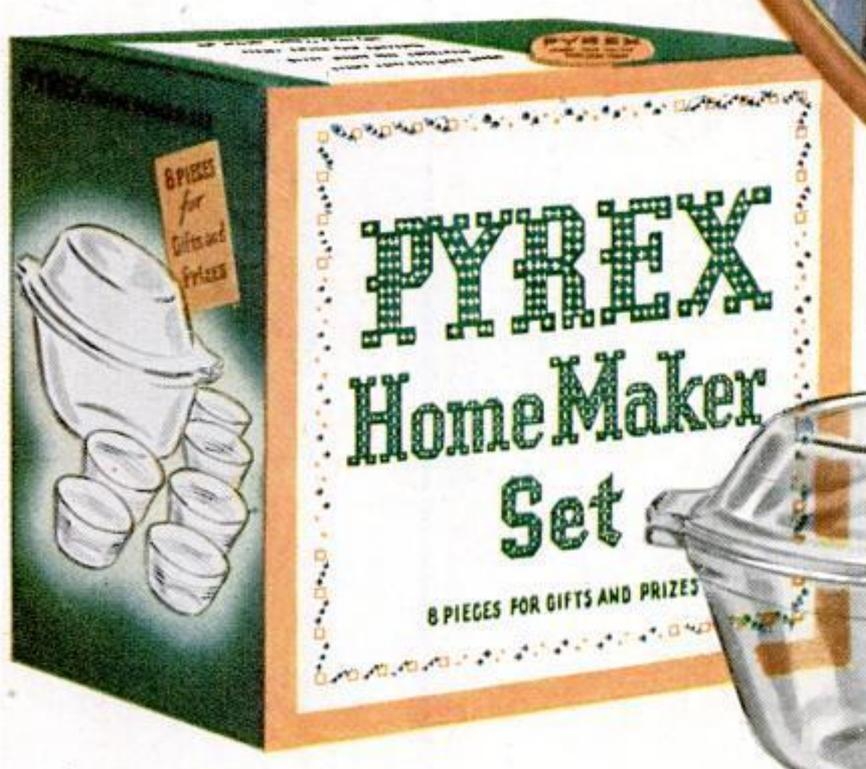
For the two Sweetest Girls in the World!

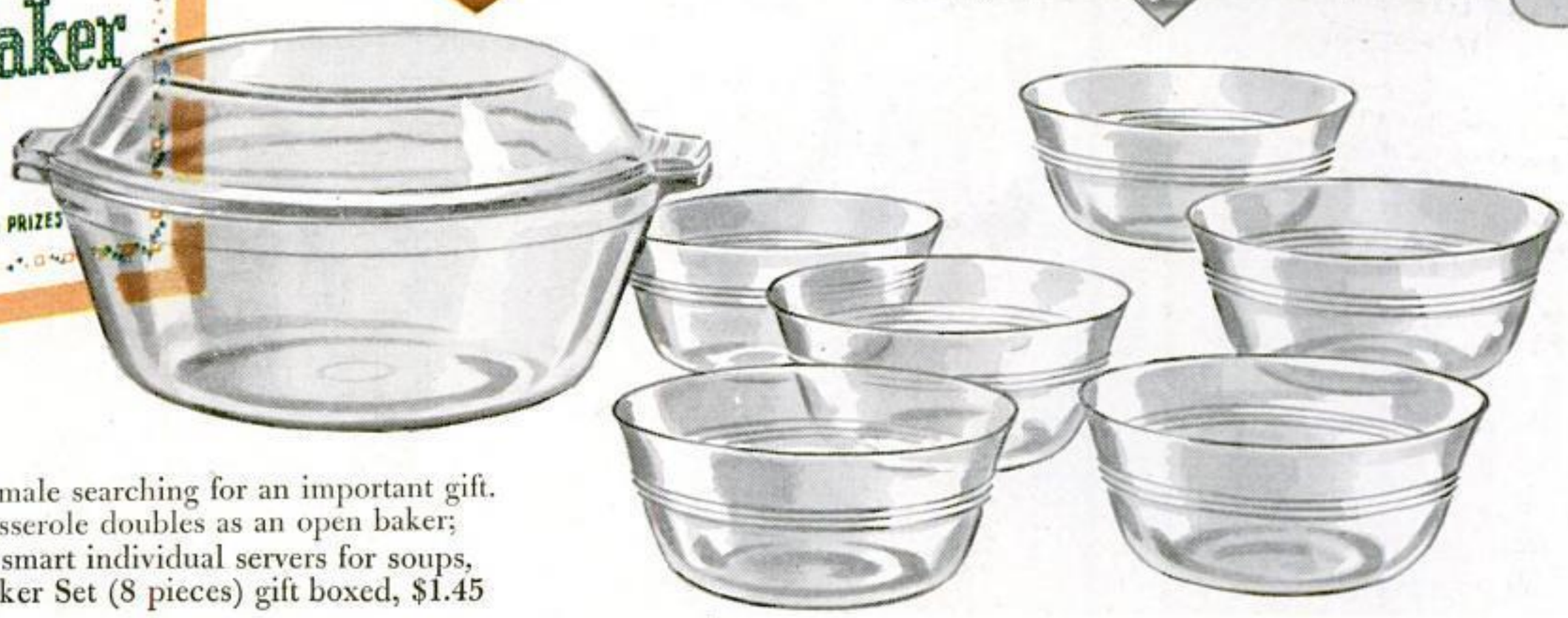
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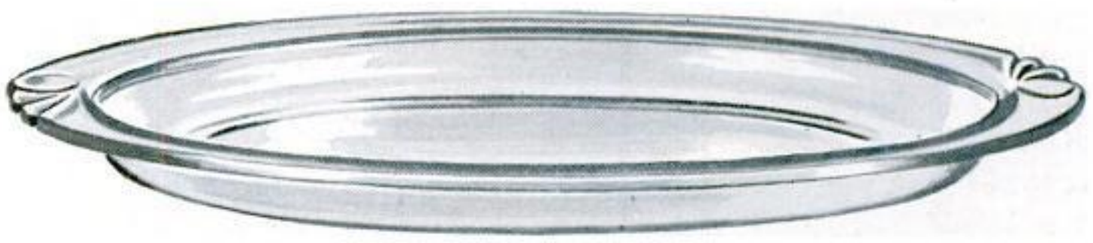
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● Here's comfort for the bewildered male searching for an important gift. Bottom of the 1½ qt. Utility Casserole doubles as an open baker; the top as an extra pie plate. Six smart individual servers for soups, desserts, meat pies. Pyrex Homemaker Set (8 pieces) gift boxed, $1.45

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TWO LOS ANGELES SHOPPERS ILLUSTRATE OPPOSING VIEWS ON PROPER SKIRT LENGTHS. THE LINE OF LAST YEAR'S HEM STILL SHOWS ON LET-OUT SKIRT AT LEFT

SKIRTS: UP OR DOWN?

Lively argument rages over year's major style change, which returns feminine knee to prim seclusion

The young women shown above are typical protagonists in one of the liveliest controversies since women's suffrage. Today's argument concerns skirts: should they be long or short? Last fall fashion magazines and salesladies suddenly informed U.S. women that skirts would be 3 to 4 inches longer. Models and ladies of fashion resignedly wrote off their existing wardrobes as obsolete and began shopping for replacements. Since then, however, many women have repudiated the edict on the grounds that the so-called "new length" is awkward, impractical and, especially, unattractive to men. In addition, wardrobe replacement is outrageously expensive because of today's high clothing prices.

Both sides of the controversy are represented by the two young Los Angeles women shown above. Arlene Wakefield (*left*) favors long skirts because she feels that they make her look slimmer, taller and smarter, and do not reduce male attention. Her companion, Jeanne Gober, on the other hand, holds out stubbornly for short skirts. Although heretofore women have always succumbed to new fashions sooner or later, superstitious economists hope that this time they will resist successfully. For the past 30 years, every time women's skirts have been long there has been a depression.

CONTINUED ON NEXT PAGE

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Well-loved in fruit juices, ginger ale, colas, Martinis, Collins—*and straight!* Now made in America from selected grains by the exclusive Smirnoff process.

Exceptionally delicate and smooth—it loses itself in the flavor and aroma of the other ingredients. You taste *them*, not it!

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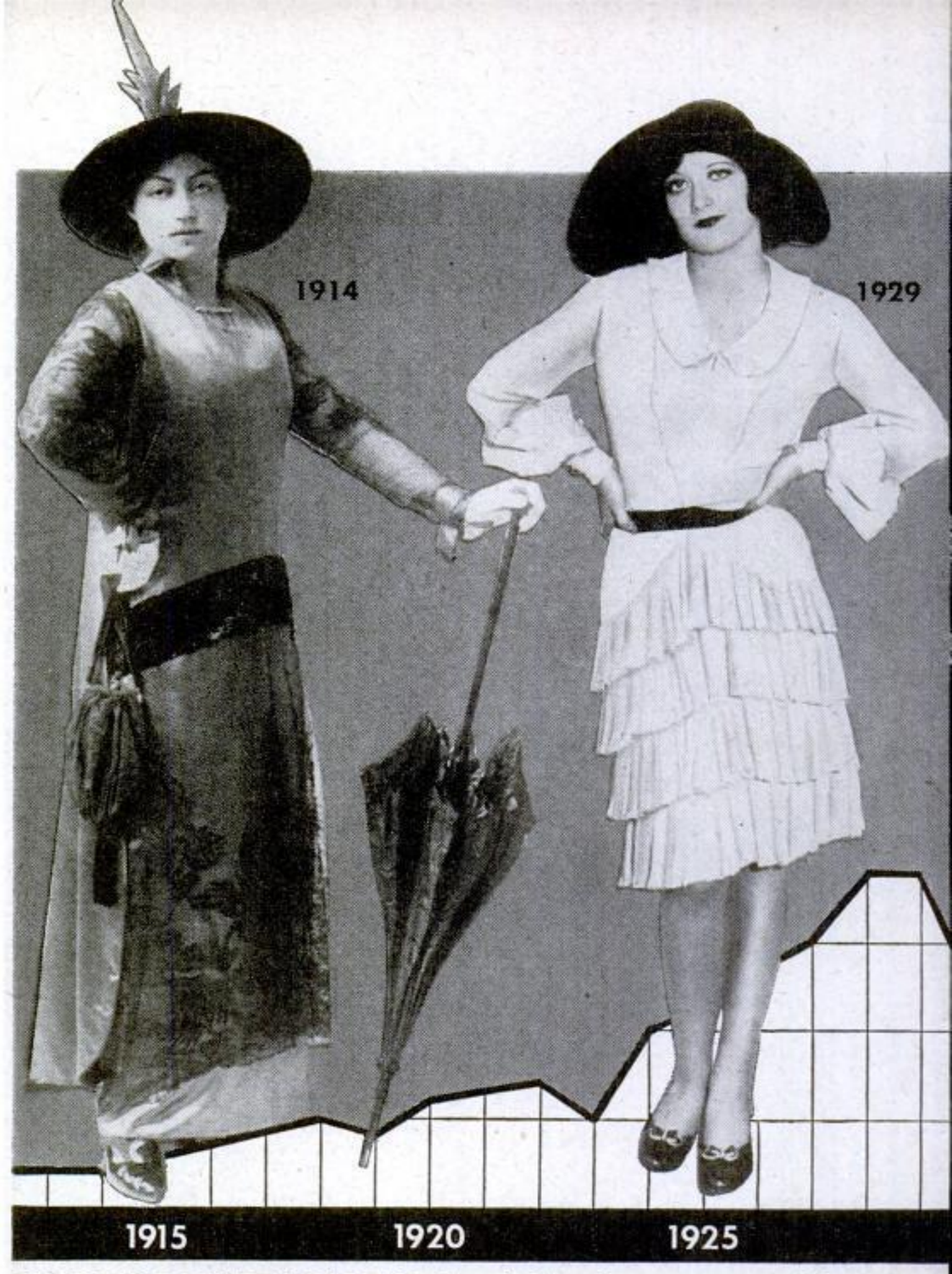
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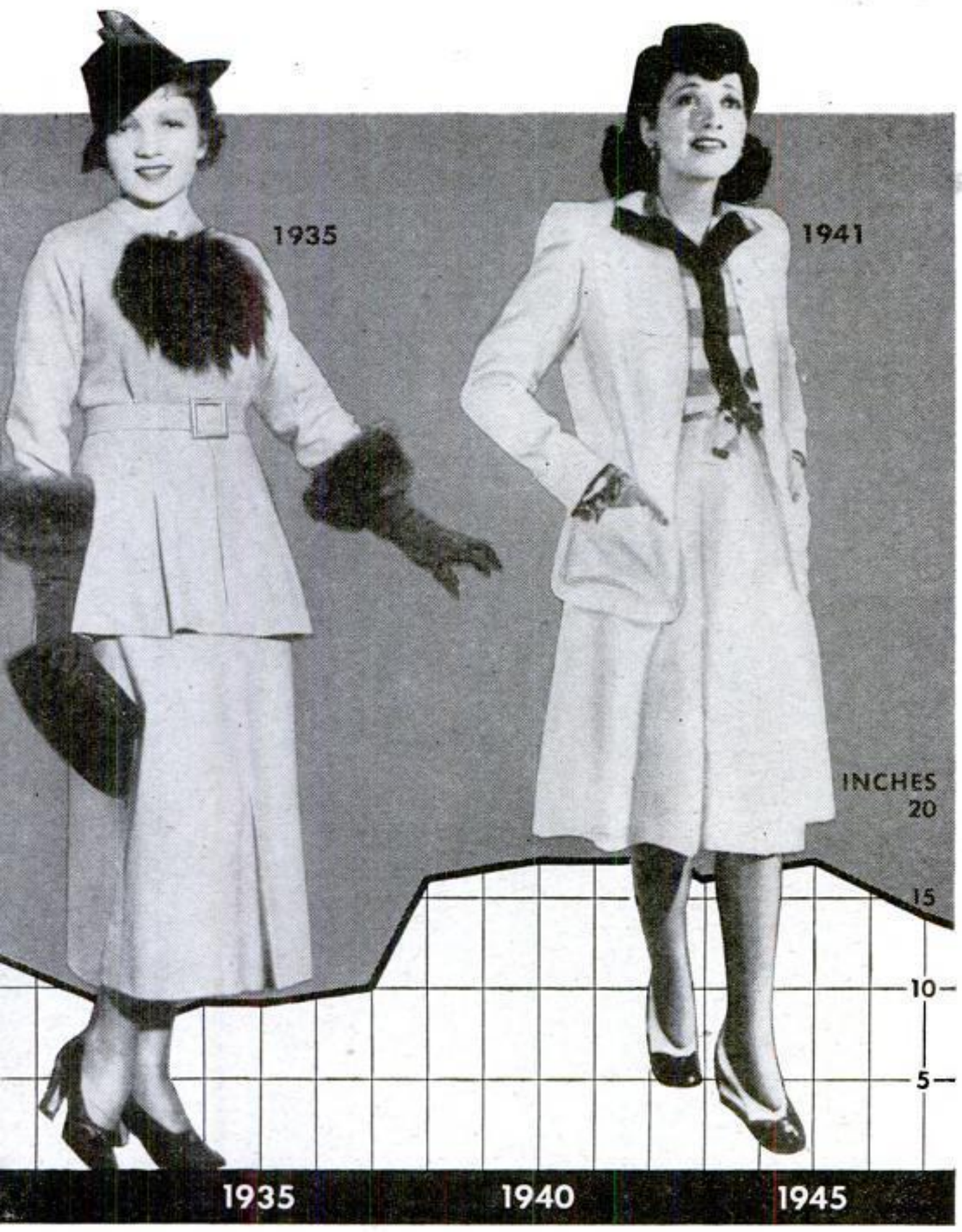


CHANGING SKIRT LENGTHS charted above have gone up and down with the Federal Reserve Board index of industrial production ever since they first left the floor in 1910. When skirts were skimpiest (1926–29) times were



BOSTON STENOGRAPHER Mary Greenall sticks to short skirts because "I don't think long skirts are graceful." Miss Greenall likes skirts to cover the knee, however, and says she will add an inch if style continues to go down.

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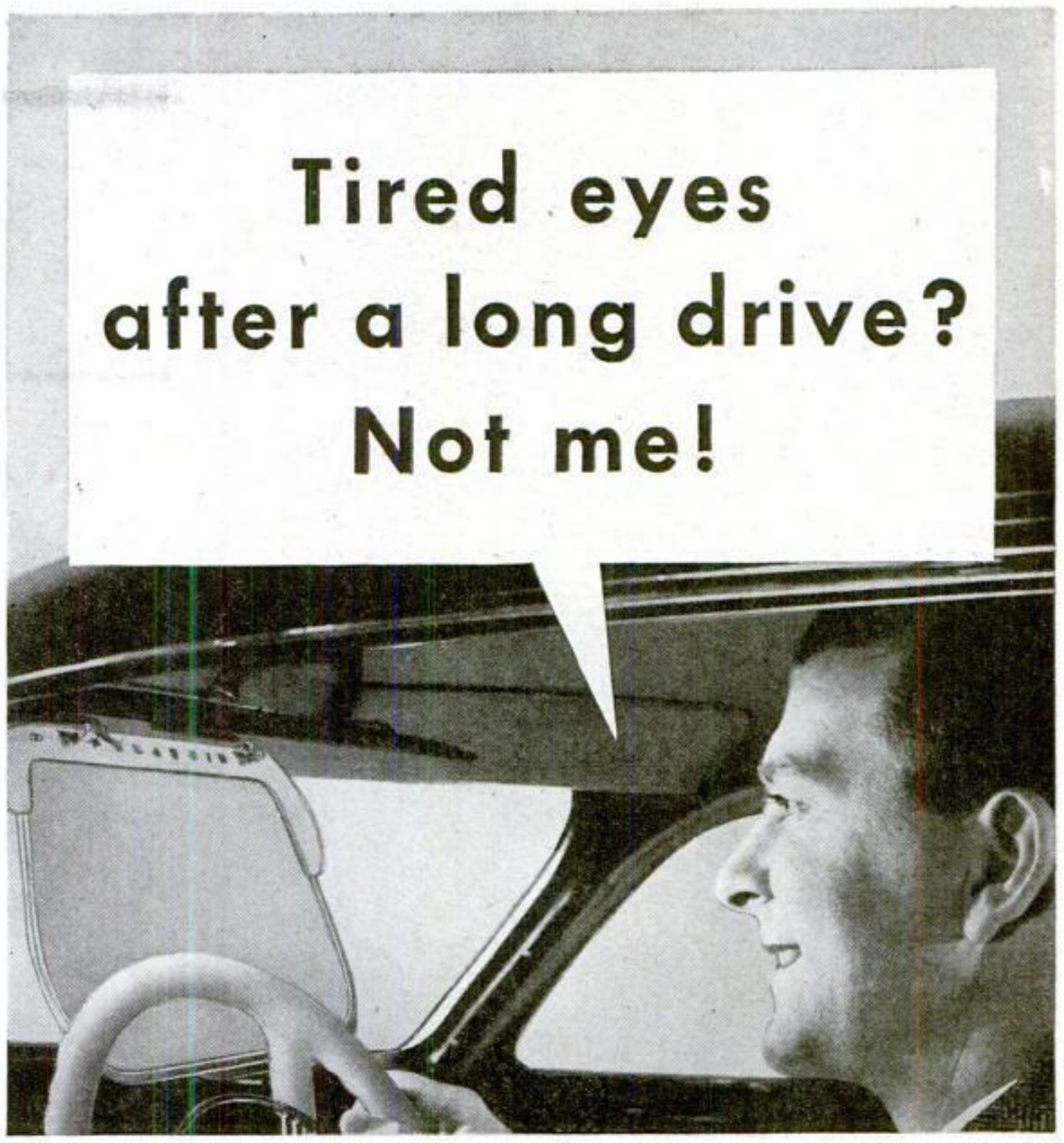


booming. When skirts were at their longest (1930–35) America was in the midst of a depression. The four actresses above were fashion plates of their era (*left to right*): Louise Drew, Joan Crawford, Claudette Colbert, Kay Francis.



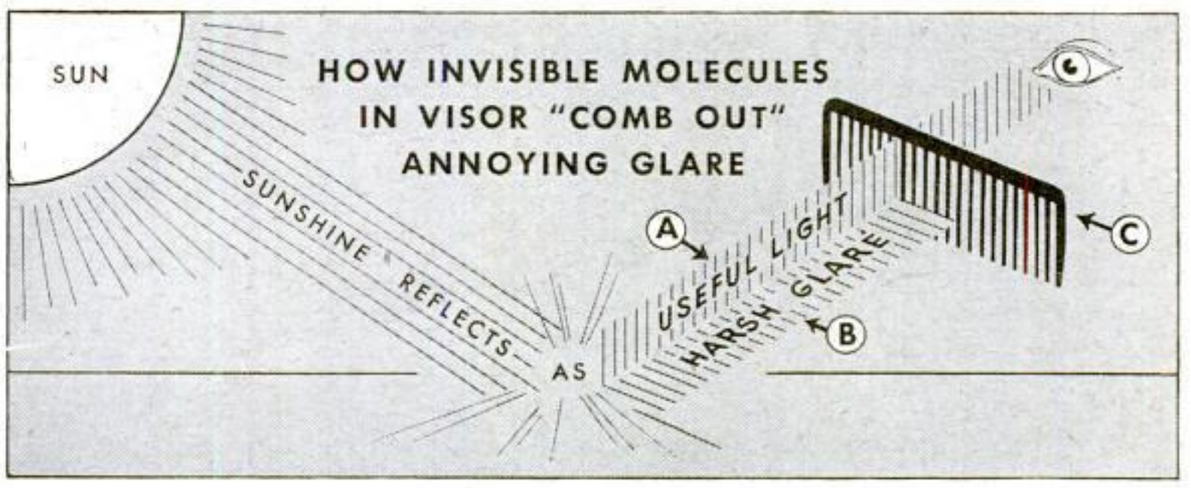
HOLLYWOOD HOUSEWIFE Mrs. Thomas Dammann prefers short skirts but follows fashion when she can lengthen the clothes that she already has. She refuses to wear ankle-length, no matter what the future fashion dictates.

CONTINUED ON NEXT PAGE



"No sun-sore eyes for me! I stop annoying reflected glare with a Polaroid* Day-Driving Visor. What a difference it makes, especially on long trips.

"From morning 'til night, I have *complete* sun protection. For when the sun is low, the regular visor protects me from the direct rays . . . and my Polaroid Visor stops the irritating reflected rays that used to bother me all through the day. The Polaroid Visor has added more to my driving comfort than anything I've ever bought!"



Sunshine reflects as useful "seeing" light (A) and harsh *glare* light (B). Millions of light-polarizing molecules in the Polaroid Visor are lined up like the teeth in a comb (C). These "teeth" stop the glare . . . let the useful light pass.

The Polaroid Day-Driving Visor comes in two models—the De Luxe (shown at right), priced at only $5.95 and the Standard, just reduced to $3.95. (Slightly higher in Canada.) Ask your auto supply dealer for a demonstration. Polaroid Corporation, Cambridge 39, Massachusetts.



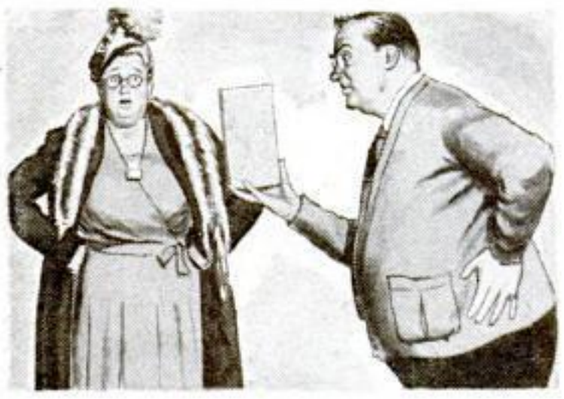
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DAY-DRIVING VISOR

STOPS REFLECTED GLARE—ALL YEAR 'ROUND

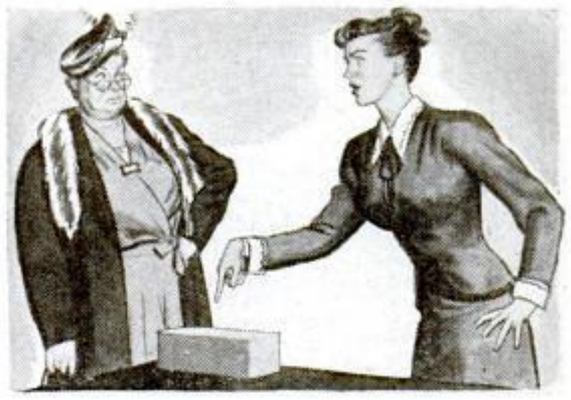
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Why didn't somebody tell me - *All tissues aren't Kleenex ?*





Not on your life they aren't! bellowed Uncle Mayhew. Fine thing! – I'm sneezing my fool head off and my own sister brings home just plain *tissues*. If you think *all* tissues are Kleenex, I just wish you had this sniffle-sore nose of mine! It knows there's *only one* Kleenex!



Bess, you alarm me — snapped Cousin Cynthia. Surely you know better than to confuse Kleenex with other tissues. Very unfunny – when I *depend* on Kleenex so. Listen. You can bet my *skin* knows there's not another tissue on earth just like angel-soft Kleenex!



Don't let it get you, Auntie! said Teena. Just bend an eye at the real McCoy – the one and only Kleenex! See that Kleenex box, how different it is? How it gives with the tissues – one at a time? Neat feat! And only Kleenex can do it. What's more . . .



Your own eyes tell you Kleenex is super. Hold a Kleenex Tissue up to a light. See any lumps or weak spots? 'Course not! You see Kleenex *quality* smilin' through – always the same – so you just know Kleenex has strictly-from-heaven *softness*. And are those tissues *rugged!*

Now I know... *There is only one KLEENEX**

AMERICA'S FAVORITE TISSUE





*T. M. REG. U. S. PAT. OFF.

Skirts: Up or Down? CONTINUED



ENGLISH DANCER Rita King, currently visiting in New York, is embarrassed by London-made short skirt.



NEW YORKER Dolly Brill has always preferred long skirts. Her clothes-conscious husband likes them also.



IN WASHINGTON Ruth Roberts says of long skirts, "Definitely no! If you have good legs, why hide them?"



HOUSEWIFE Mrs. Carpenter from Alexandria, Va. accepts new length. "I like new things and like to be smart."



WARDROBE WASTAGE depresses Powers Model Virginia Neville. To be in style she will have to discard all of her clothes except four items. These have big enough hems so that she can let them down the necessary three inches.

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"Colic, nothing! She has insomnia!"

"PERSONALLY, Bill, I think she's just the gay type—loves night life! But keep up the good work, honey. This bottle's almost ready!"

"I'm almost ready, too—ready to drop! This all-night roadwork is hard on the feet!"

Poor Bill Bowman's taking a night course in baby care—and he's learning the hard way. But there's one thing he and Jo-Anne *have* learned since the baby arrived—the reliability rule two generations of doctors and families in America have lived by:—*for drug-store products, always depend on Rexall!*

For the Bowmans, and millions of families like them, Rexall Laboratories have perfected today's completely modern and complete line of Rexall drugs, prescription drugs and supplies. They know that *when it comes to a baby, you've got to have the best.* You must be able to count on every precaution of skill and science and pharmaceutical skill. That's why they buy only the safe, sure, pure drug products found only in Rexall drug stores.

More than 10,000 such selected independent Rexall stores are in business for your good health. You can tell them by the familiar blue-and-orange R-E-X-A-L-L sign. Remember—what's *best* for the baby is *better* for the family, too.

For a lot of fun, hear Jimmy Durante and Garry Moore on the Rexall Drug Radio Show, Fridays, 9:30 to 10 P. M., EDST, Columbia Network.

Rexall DRUGS

REXALL FOR RELIABILITY

Pharmaceuticals • Household Remedies • Toiletries



Special-this-Month at your Rexall Drug Store

BISMA-REX

A famous family antacid with a clean, fresh, minty flavor – gives swift relief from the discomforts of acid indigestion.

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Van Raalte

"BECAUSE YOU LOVE NICE THINGS"

NO...YOU'RE NOT

Dreaming

THEY'RE NYLON JERSEY

UNDERTHINGS

Glove-fitting Sheerio Slendares, Short, Medium or Long $3 each

Sheerio Gown—draped to flowing lines $15

Marques

Soft, natural-looking uplift Bra $2.50

Sheerio Trunk $3

Sheerio Brief Jigger $2.50

Here in time to be your trousseau treasures. Ethereal, enduring, with easy-to-keep freshness, they have the soft-draping quality of **jersey** with the unbelievable strength of **nylon.** Think how handy diaphanous SHEERIO* **nylon** undies and double-weight, supple **nylon jersey** slips and bras will be on the honeymoon trip—and in the happy forever-after . . . Just flick these soil-resistant dream undies in and out of the suds, dry in a flash, and have them fresh as new with NEVER a stroke of ironing! Trousseau treasures also—the FLEXTOE* **nylon** stockings of flawless fit, and the forever-FRESH, beruffled **nylon** gloves by Van Raalte. In Glove, Hosiery, and Knit Underwear Departments of better stores everywhere.

Slither Slip $7

Van Raalte

417 FIFTH AVENUE, NEW YORK 16, N. Y.

Sheerio
20-denier Stockings $1.95

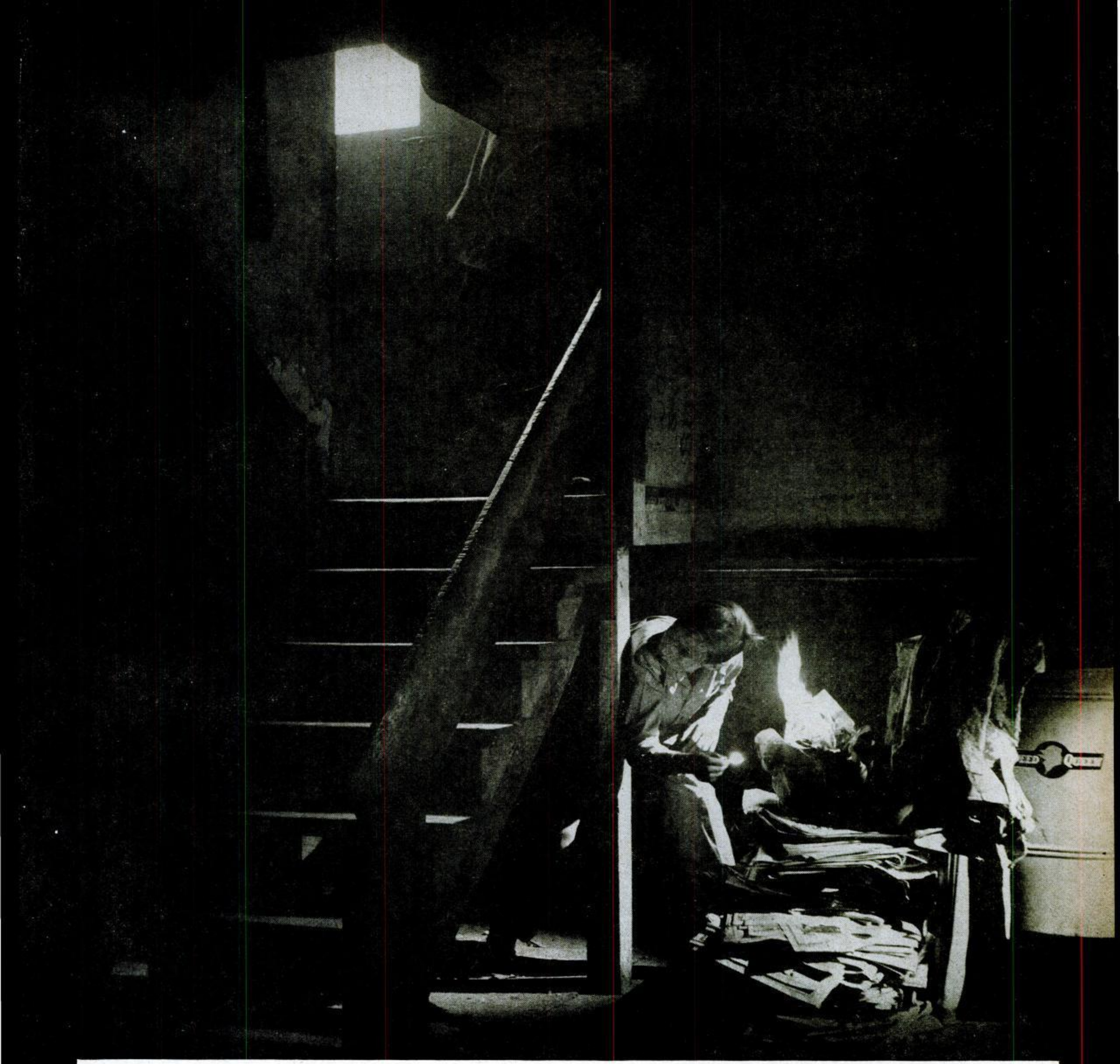
Sheerio Gloves $2.50

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BAD BOY'S STORY

AN UNHAPPY CHILD LEARNS TO LIVE AT PEACE WITH THE WORLD

PHOTOGRAPHS FOR LIFE BY RALPH CRANE

All boys start fires, most of them for the fun of doing something they shouldn't. But some of them set fires because they want to be bad and they want to destroy things. Such a boy is the one above. His name, for the purposes of this story, is Butch. When he was 7, he set fires in the basement of his foster home. Although he did not know it, Butch was trying to get even with a world which seemingly had abandoned him.

There are at least a million children in the U.S. like Butch—not vicious or insane but unloved, frustrated, bewildered, compelled by some inner violence to fight against a society in which they have found no place. Butch was luckier than most of these profoundly upset bad boys. What saved him from a delinquent's career through children's courts, reform schools and perhaps jails was the Ryther Child Center of Seattle, Wash., a psychiatric center for maladjusted children. Butch is 13 now and has been out of Ryther for more than a year, but for LIFE's photographer Ralph Crane he went back through his troubled life to re-enact his case history and the cure that Ryther effected.

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BAD BOY CONTINUED



1

AFTER SETTING FIRES (*previous page*) Butch was sent back to a Seattle children's home. There he kicked and screamed so furiously that it took two men to calm him. These frequent and violent temper outbursts were the only way in which 7-year-old Butch could express his sense of frustration.



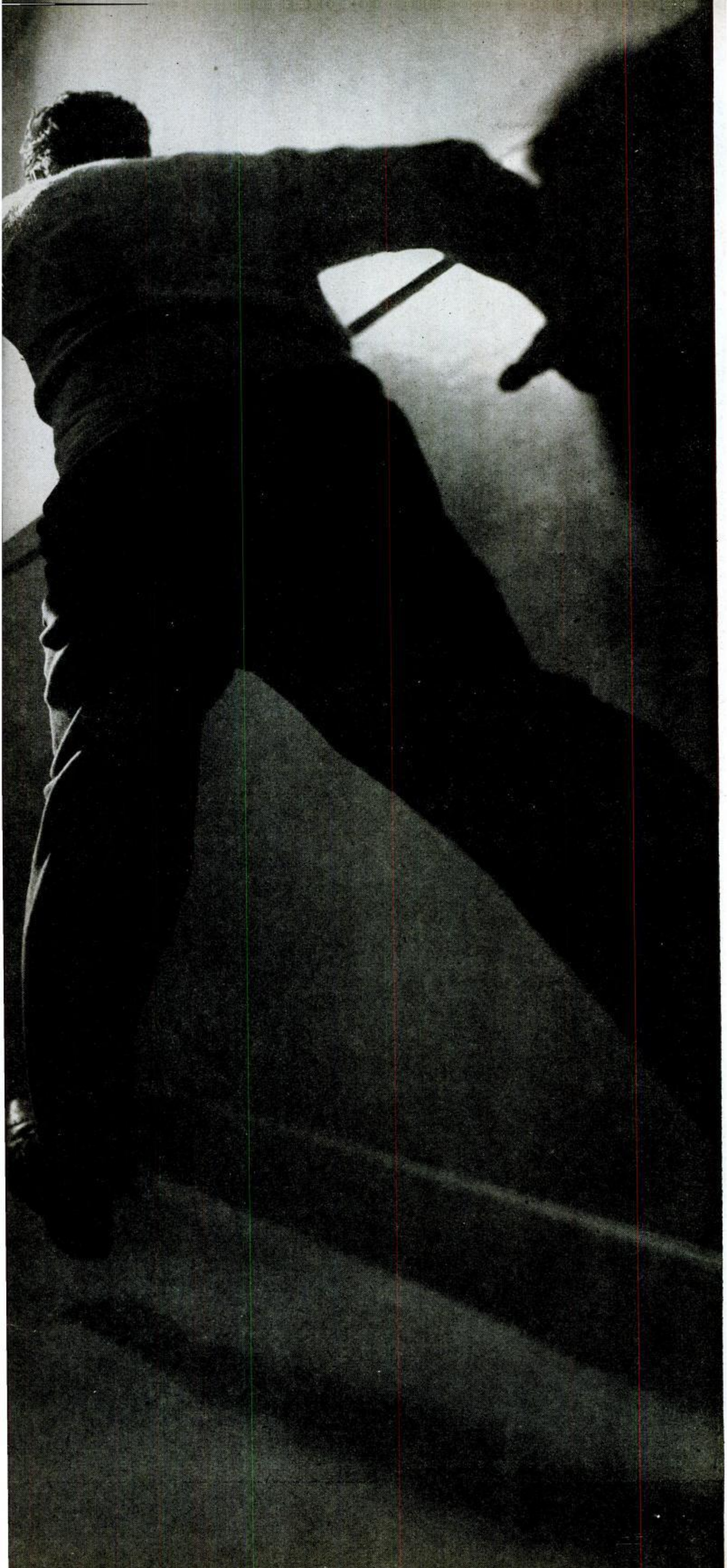
2

BUTCH RAN AWAY from the children's home. He had no place to go but had to escape from his bitter sense of not belonging. The home authorities caught him, took his clothes away. But even this did not stop Butch. He slipped away and ran naked down the corridors (*right*), trying to get away again.



3

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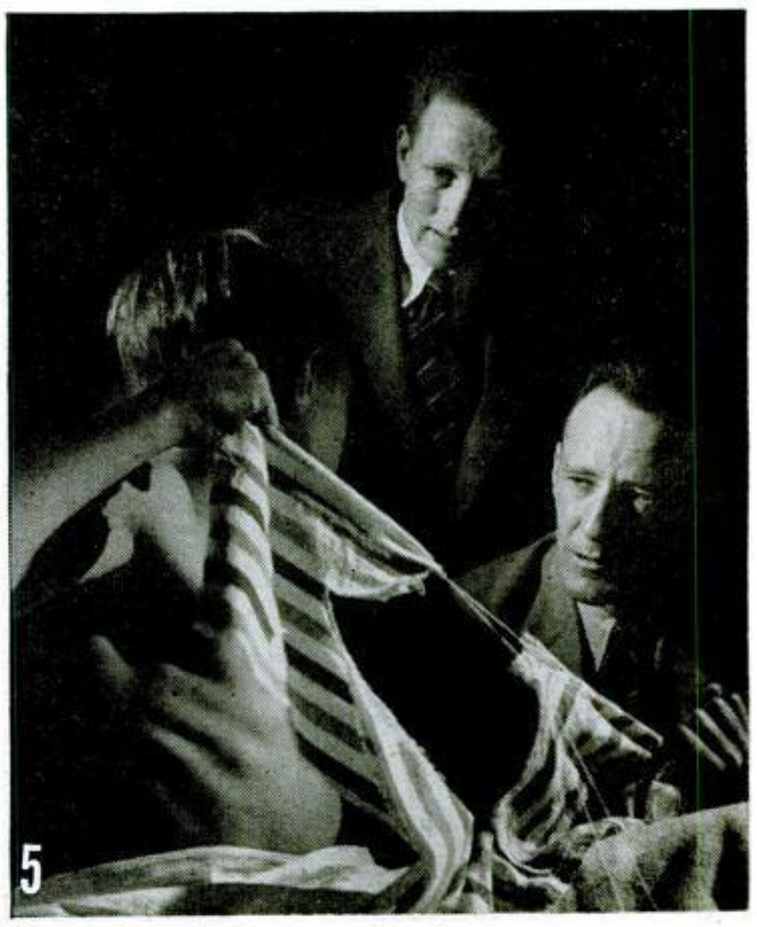


DRUGGED with sedatives, Butch was carried bodily from the children's home to the Ryther Child Center. He had become so uncontrollable that ordinary care was not enough.

THE CAUSE

HE WAS UPSET BY HIS UNSTABLE FAMILY LIFE

Just after Butch was born his mother and father separated. His father tried hard to take care of his baby son but found he could not and, when Butch was 3, put him in a foster home. Already Butch was a disturbed child who, because he missed his mother, resented all women. He got along badly, stealing and setting fires. He was switched from one foster home to another, believing in nothing and belonging to no one. In being bad he seemed to find some release of his tension. When he was 6, he was first sent to a children's home, but there he became even more unmanageable. Finally, after repeatedly running away from this and other foster homes, he was brought to Ryther Child Center, still defiant, still closing himself into his own small, unhappy world.



"HIT ME, why don't you?" yelled Butch as he sat up in his bed at Ryther, ripping his pajamas to shreds and defying case workers who were trying to get at his troubles.

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6

HE HATED OTHER CHILDREN at Ryther when he met them. They tried to offer him their toys, but he thought they were making fun of him. Even such simple things as toys were symbols of a world that was right and ordinary but did not include him.



7

A FURTIVE ONLOOKER, he watched children play, hiding under a bush so they would not see he was interested. He could neither join their games nor ignore them. He kept wanting to run away or break things. Outbursts of temper came back again.



8

HE ATE ALONE, AWAY FROM THE OTHER CHILDREN. AT FIRST HE REFUSED TO EAT.



9

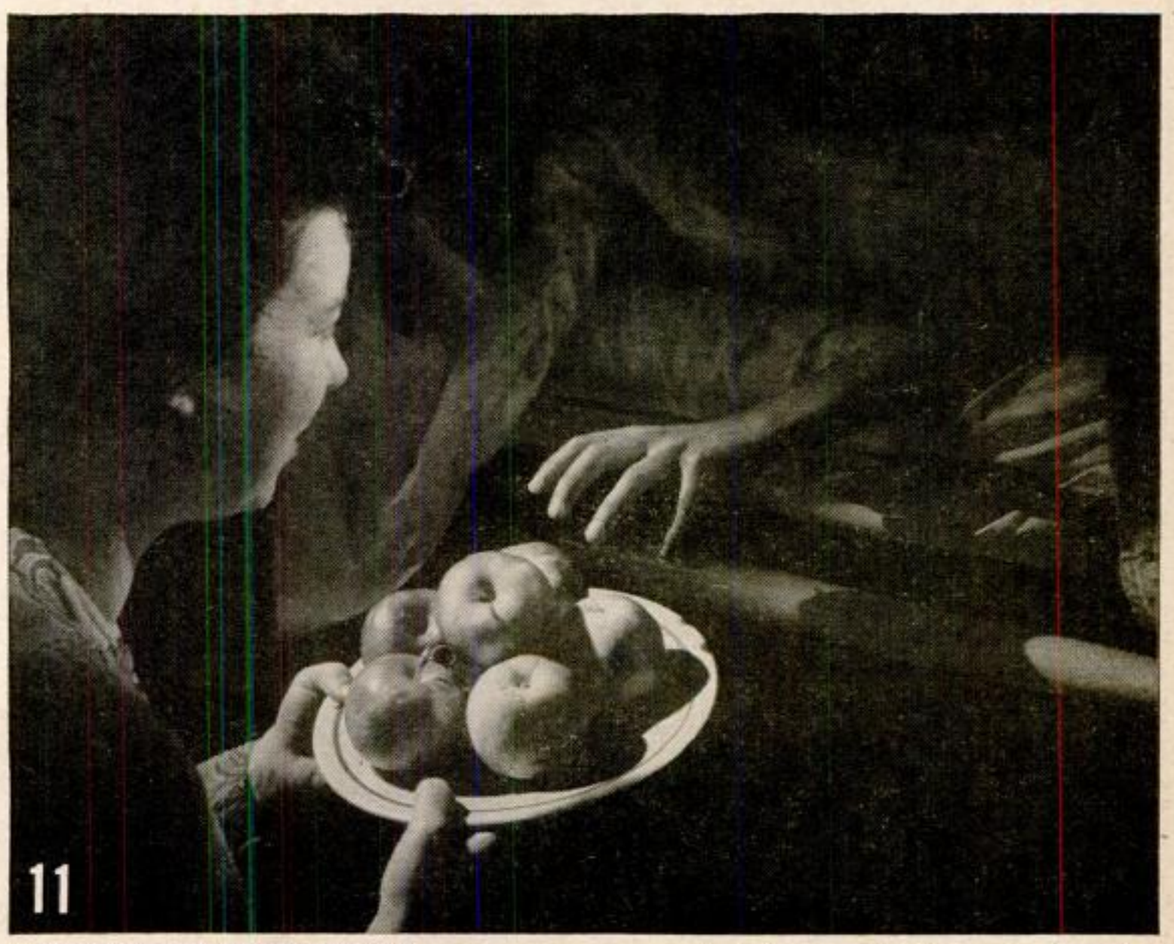
IN DISGUISE as Robin Hood (*center*) for a Ryther costume party, Butch would join in play. Losing his personality in the costume, he had a wonderful time dancing and forgetting he was Butch. Afterward he treasured Robin Hood hat, sewed buttons on it.

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THEN THE RYTHER CASE WORKERS LEFT A PLATE OF FOOD ON A STOOL AWAY FROM THE TABLE. BUTCH WOULD CREEP UP AND EAT LIKE A HUNGRY LITTLE ANIMAL


10

HE STOLE SMALL THINGS and hoarded them in bureau drawer—a napkin ring, a yo-yo, a wrist watch, an odd key, a keyholder, a pair of sunglasses. Because he felt so unloved himself, he loved each one of these things and defended them very aggressively.


11

HE HID FROM PEOPLE. When a nurse came to give him an apple, he cowered under the covers of his bed but reached out one hand to take the apple. He began to accept and then to love the patient nurse, finding in her some replacement for his mother.

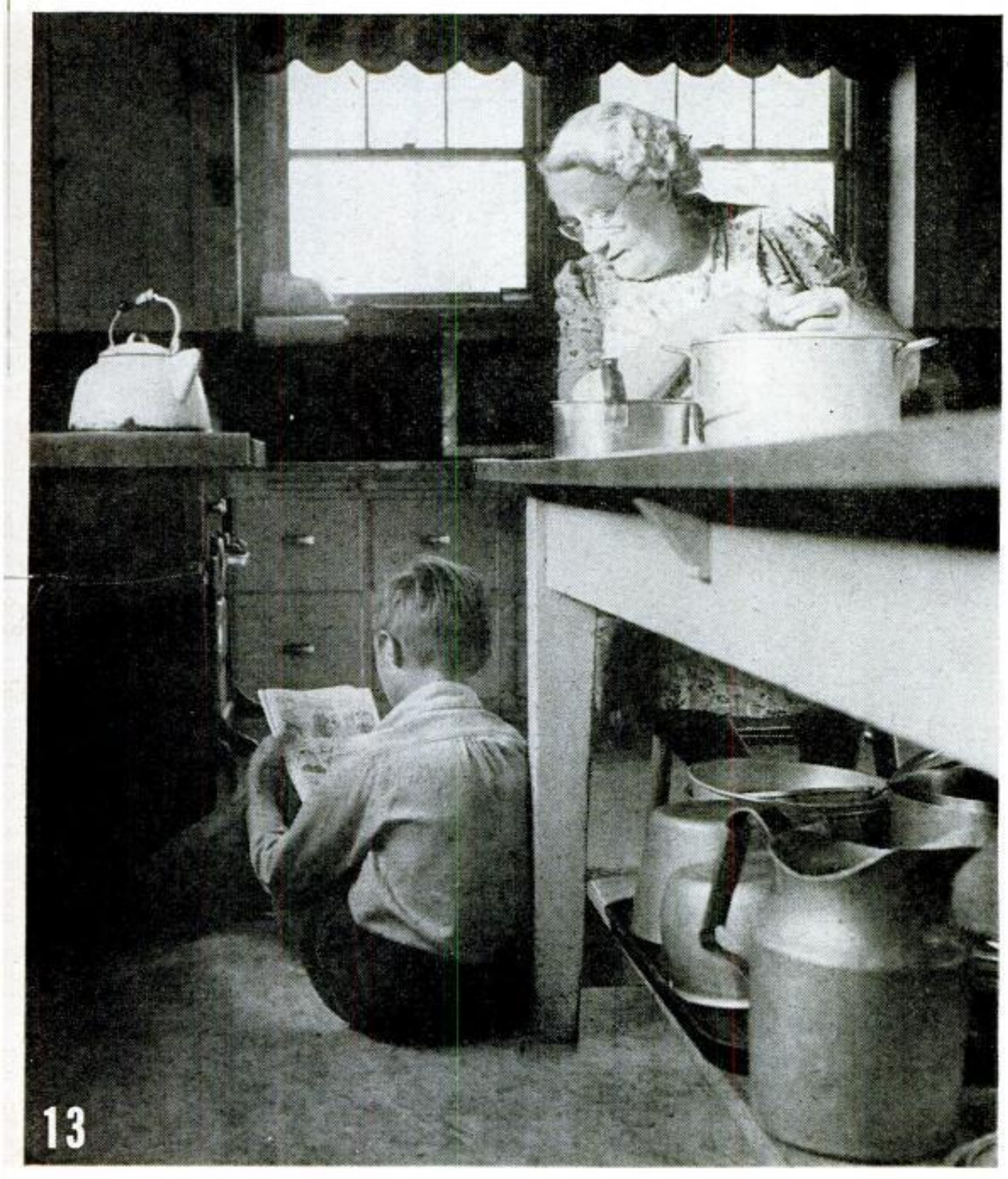
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CASE WORKER TRIES TO TELL
BUTCH WHAT HIS TROUBLE IS

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13

THE FIRST BREAK in the wall Butch had built around himself came after his talk with the case worker. Butch found that he was comfortable sitting in the kitchen with Mrs. O'Leary, the Ryther cook, and reading comics. Here he felt a sense of belonging.



14

PRIDE IN HIS FATHER, on whom he subconsciously felt dependent, suddenly grew when he found his father was a soldier. He admired every soldier he saw. He improved and was sent to public school, where he sold more war bonds than any other child.

THE CURE

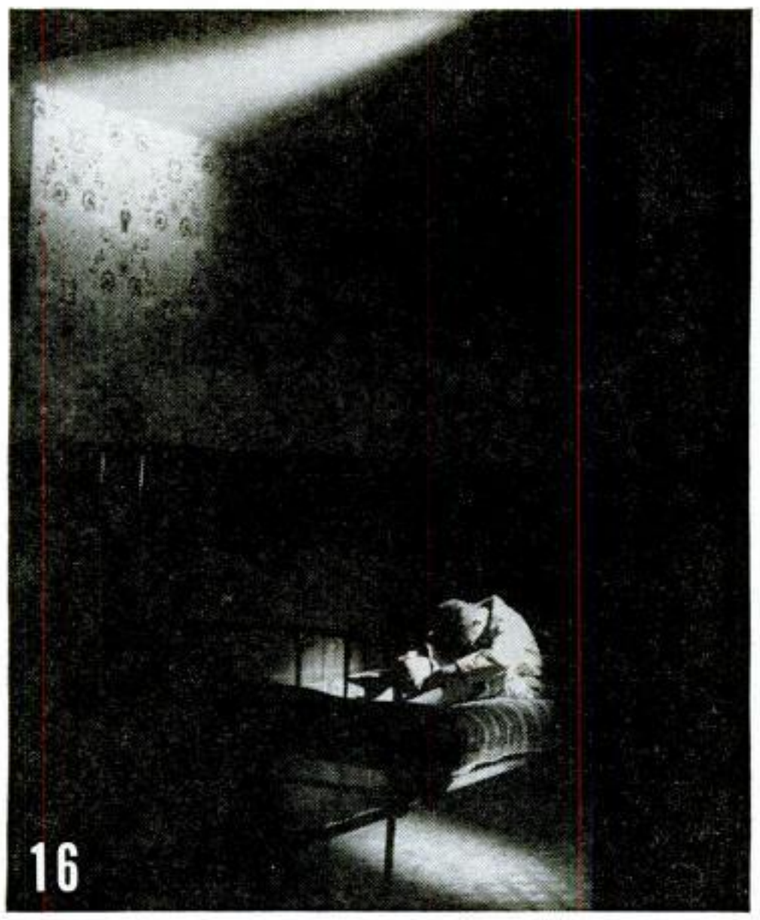
AT RYTHER HE GAINED CONFIDENCE AND FRIENDS

Twelve years ago most of Seattle's emotionally upset children ended up in corrective institutions or hospitals for the insane. Neither of these filled the children's need. So Seattle's citizens founded the Ryther Child Center, which is supported by them. Today Ryther has eight case workers, most with therapeutic training, a staff psychiatrist and 125 children from 2 to 18. Most of these children live in foster homes under Ryther's supervision. Some live in the center, as Butch did, where they can be watched in homelike surroundings. In the case of Butch, who felt homeless and alone, these surroundings were most important. When he first came to Ryther, he was left to wander about through its rooms, eating what he wanted and playing as he cared to. Thomas Gallagher, a case worker, was assigned to watch over him, take the place of a father in Butch's mind. He made friends cautiously, never rushing Butch's affections. Butch began to confide in Gallagher, and bit by bit his tension relaxed. At last he was able to step out into the world. But there one more shock was waiting for him (*below*).



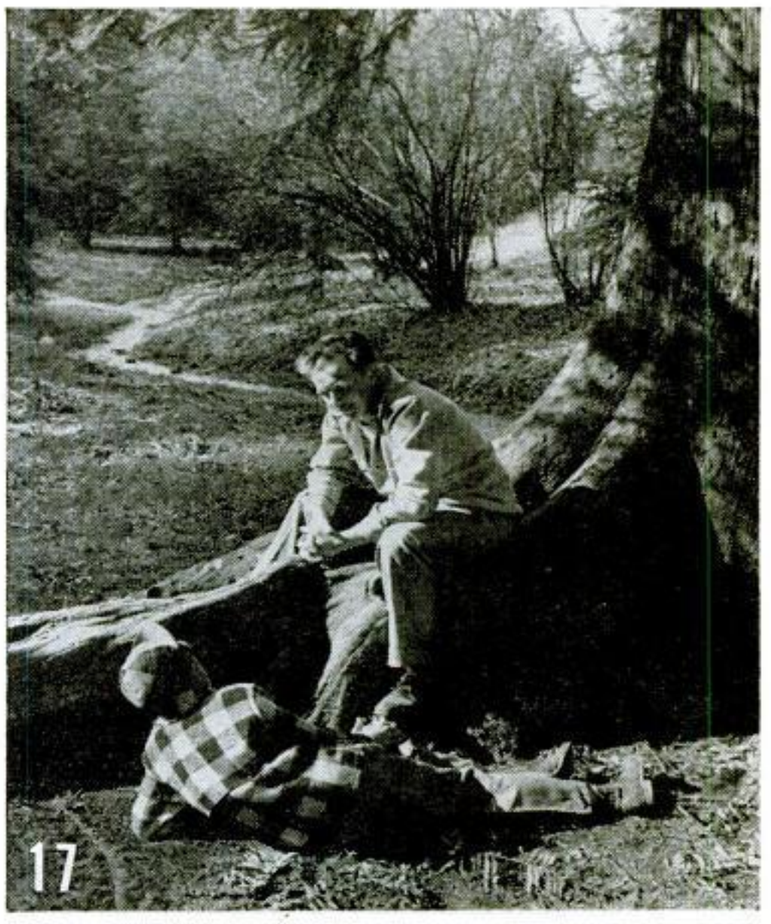
15

HIS FATHER CAME with his second wife to get Butch, who seemed well enough to go home. Butch was terribly excited, for his father had become a symbol of perfection.



16

DISILLUSION came quickly after Butch got home. His real father had not lived up to his fantasy father. His dream was destroyed. In two weeks he was back at Ryther.

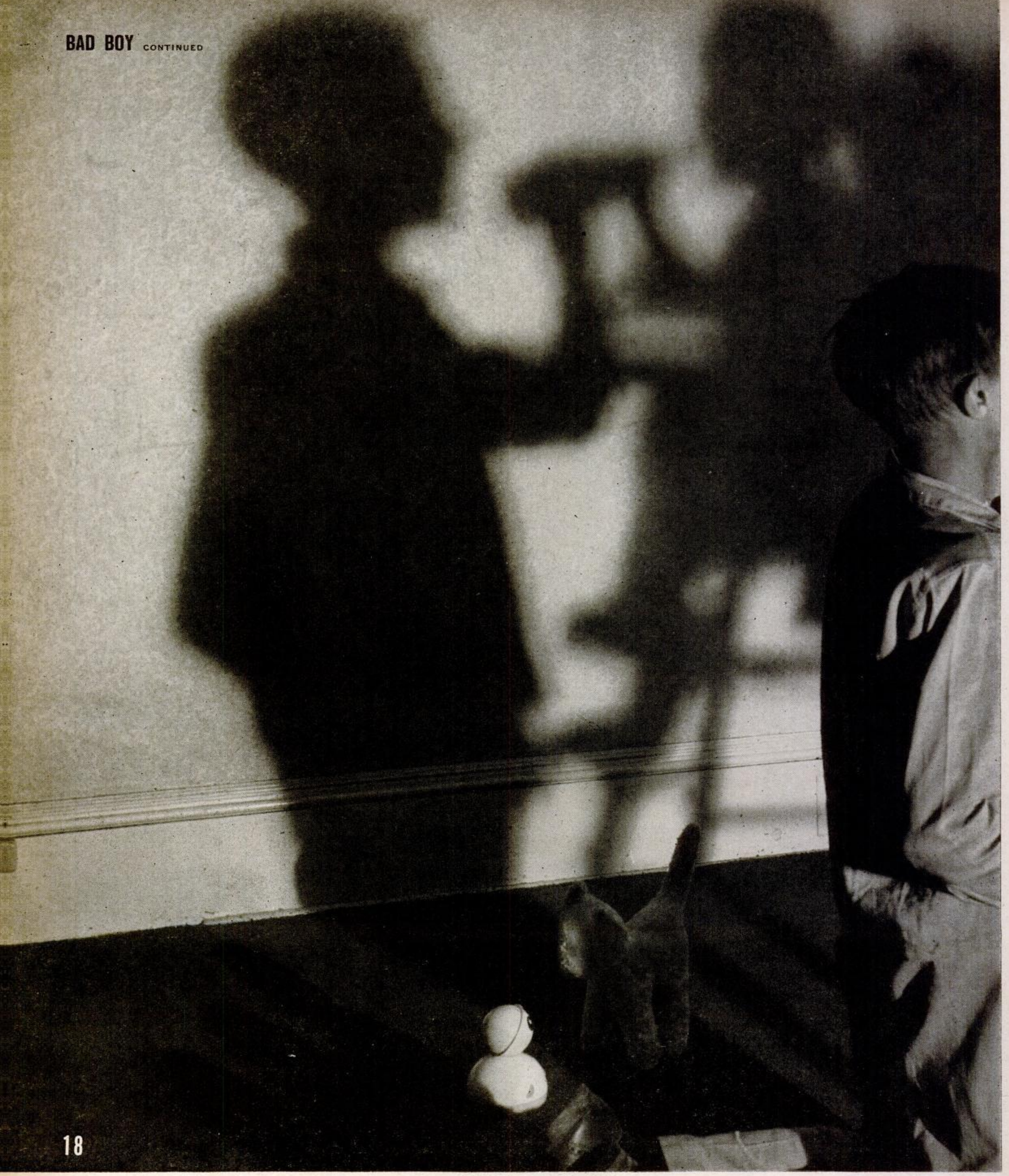


17

IN LONG TALKS the Ryther case worker told Butch that he must learn to take the world as it is and adjust himself to it. Gradually Butch began to understand.

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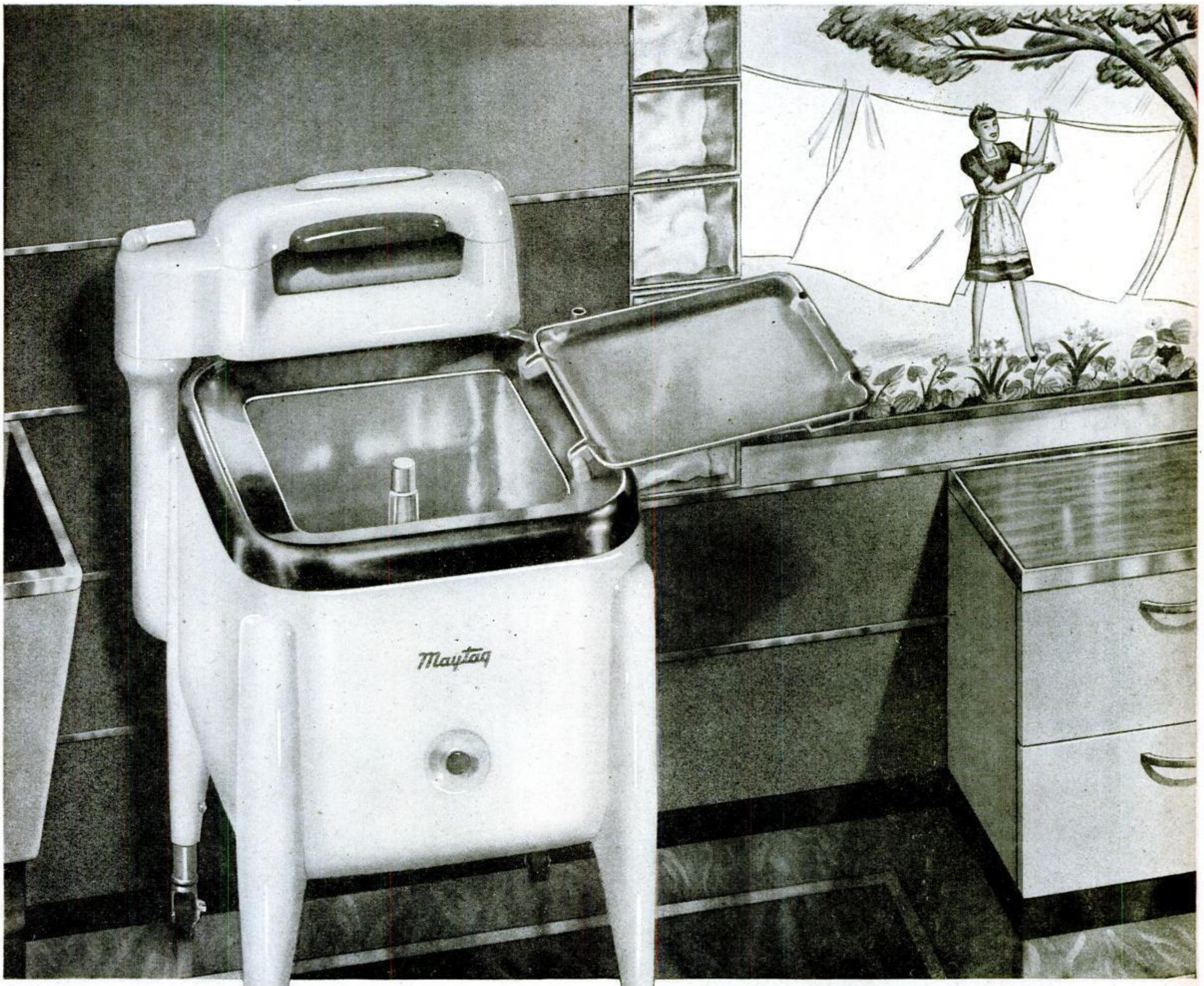
HAPPY END

BUTCH HAS A NEW LIFE

Butch went home again from Ryther ready to take responsibility for his own life and ready to make allowances for other people. When his stepmother had a baby boy, Butch, instead of resenting this competition for family affection, became very protective toward his little half brother. Today he takes care of the baby, feeds him (*above*), plays with him. At 13, he is a normally happy boy who at last has discovered he has a place in the world.

But few bad boys get the break that Butch got. For every child that Ryther can admit, 10 must be turned away for lack of facilities. In all the U.S. there are about 40 centers and they can handle only 1% of the children who need care. The other 99% have to make their own way in a world they do not understand and a life they cannot plan.

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Maytag

IRONERS  HOME FREEZERS  DUTCH OVEN GAS RANGES 

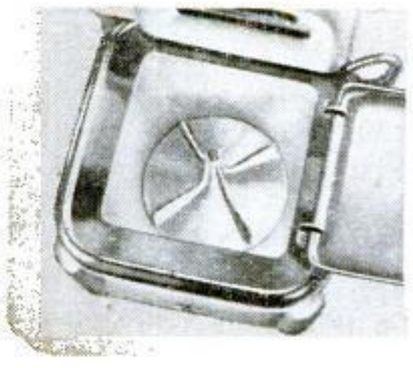
"No real work at all—I just boss the job!"

You breeze through a great big weekly wash in an hour—with scarcely an effort—when the big, sturdy, efficient Maytag takes over.

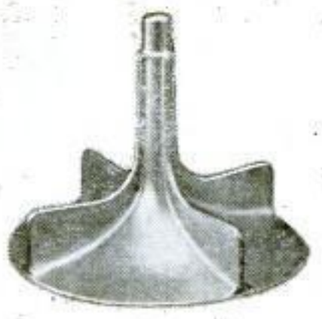
But speed and ease aren't all. You'll be overjoyed with your spotlessly clean clothes—and by the long, dependable, trouble-free service Maytag gives. Its mechanism is precision-built, yet extremely simple and rugged.

Don't delay having your nearby Maytag dealer demonstrate the new models for you. See how the many exclusive features save time, work and clothes.

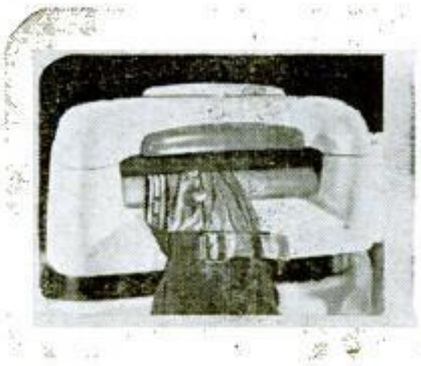
The Maytag Company, Newton, Iowa.



With Maytag's exclusive, huge, square, cast-aluminum tub, wash 40 or more pounds an hour. Double walls keep water hotter. Sediment trap keeps water cleaner—capturing the dirt and preventing it from recirculating.



Quick, effective, yet gentle on clothes. Maytag's exclusive gyrafoam principle loosens dirt by action of the suds, without harming daintiest fabrics. Gyratator is rubber-mounted for silent, vibration-free, care-free operation.



Clothes dry faster. Maytag's exclusive Roller Water Remover takes out more water than usual methods. Less weight-lifting. Large, flexible upper roller folds around lumps, buttons, zippers, etc. Instant finger-tip control.

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No. 1 Career Woman

Dorothy Shaver carries a lace handkerchief, crosses streets timidly and makes $110,000 a year as president of a big department store

by JEANNE PERKINS

DOROTHY SHAVER, president of Lord & Taylor's big department store on Fifth Avenue, New York, between the Public Library and the Empire State Building, is beyond doubt the No. 1 American career woman. She manages a merchandising business which last year grossed $40 million. She is, in fact, the only woman ever to fight her way to the top of a great metropolitan retail establishment. To be sure, women like Hattie Carnegie, Jane Engel and Mary Lewis have made famous careers in retail selling, but it was with specialty shops rather than with massive general stores competing on the same plane with such merchants as Adam Gimbel of Saks Fifth Avenue or the Marcus brothers of Neiman-Marcus in Dallas, Texas. Only one other woman in the country —Mrs. Beatrice Fox Auerbach of G. Fox & Co., Hartford, Conn.—holds a job comparable to Miss Shaver's. But Mrs. Auerbach, though she has become in her own right a sharp and aggressive merchant, inherited the property from her husband. As for Mrs. Hortense Odlum, who several years ago attracted attention as the nominal head of Bonwit Teller in New York, she too was a president-by-marriage. Miss Shaver, however, after 22 years with Lord & Taylor, went up to the presidency 16 months ago exactly as a man would have done—by vote of the male directors of the Associated Dry Goods Corporation, which controls it.

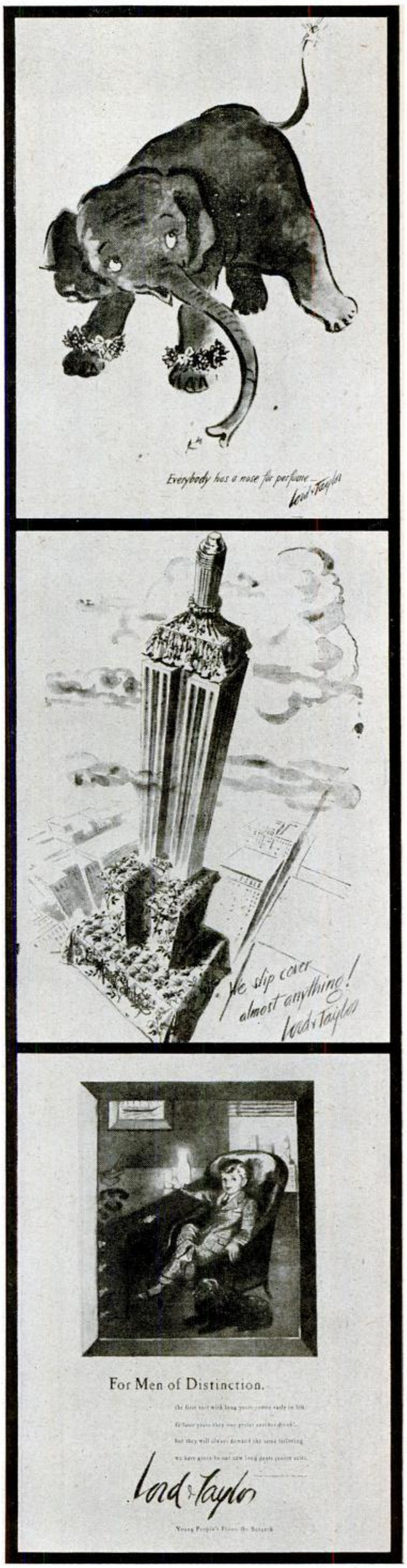
President Shaver's working day begins around 9:30 with her arrival in a black limousine, hired by the hour, at a side entrance on 39th Street. As she sweeps across the main floor, a tall, handsomely dressed woman of indeterminate age, it is "Good morning, Miss Shaver," from the sales girls, the service managers and the elevator starter, who usually manages to whisk her into an empty car and dispatch her without a stop to the ninth floor. There, in a luxurious island of executive privacy off the lamp department, softly aglow all day with light, she picks up the day's affairs.

←Miss Shaver works at a $3,000 Chippendale desk. Her office is 27 feet long and 20 feet wide and has a fireplace at one end. The walls, of a pale unpainted pine, are from an 18th Century English study. There are costly Regency chairs, a massive Chippendale breakfront stuffed with books, a comfortable bright, striped sofa, trailing green plants, and vases of flowers ("I couldn't live without plants and flowers") and a powder room. The atmosphere of a library in a wealthy home is enhanced by the quiet, and further by the tiny old-fashioned portraits of Founder Lord and his wife, in gilt frames, their gazes converging in ancestral pride at a point just above Miss Shaver's upswept hairdo.

Associated's directors pay Miss Shaver $110,000 a year. This is only a quarter of the sum paid to her friend Thomas J. Watson of International Business Machines. It would not occur to Miss Shaver to make an issue of the obvious example of sex discrimination in a system which confers upon the male business executive rewards four times greater than those fixed for the senior lady business executive. But as the general leveling between the sexes proceeds, inequities of this sort will clearly come in for drastic correction. For in any case Miss Shaver's day, in most executive respects, is indistinguishable from a man's. In addition to the main store she directs a smaller offshoot in Manhasset on Long Island and is now building two others in Westchester and New Jersey. As the day progresses she confers with her five vice presidents (of whom only one, the advertising and publicity director, is a woman); holds telephone conversations with manufacturers, stylists, economists and bankers; argues with architects ("I can read a blueprint as well as they can"); presides over one or another of the half-dozen management councils through which she runs the store, and keeps two secretaries, both girls, on the fly. Her routine day ends at 5:30. Ten minutes before that time her chauffeur, prevented by city traffic regulations from parking, will have begun to circle the block. On spotting her at the side door, he will pull up to the curb, tip his hat and then drive home to the duplex penthouse apartment in the East 50s, 20 blocks away.

Miss Shaver lives with her younger sister Elsie. An earlier generation would have called them spinsters; today they are career women. Elsie has mocking blue eyes, scarlet hair pulled up in a flaming topknot and is in her own right a skillful artist whose forte is gay, misty children with grave black eyes. With Dorothy at the store, Elsie and two maids run the house; Elsie is also responsible for its whimsical decoration: the pale-pink walls, the bathrooms with papier-mâché pigeons perched on the shower rod and bluebirds nesting on green branches, and painted daisies and forget-me-nots in the bedrooms and dressing rooms. Amid these tender nosegays are distributed the fine furniture (Directoire, Louis XVI and Sheraton), the spectacular tigerskin before the fireplace and the handsome $3,500 bronze *doré* andirons (bought with one night's winnings at Monte Carlo), which reflect sister Dorothy's taste.

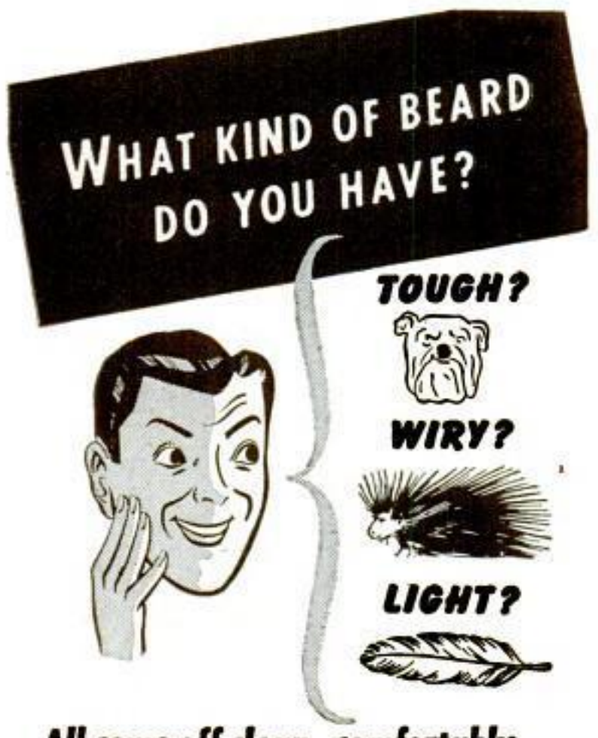
The Shaver sisters go out a great deal. Dorothy is an honorary fellow for life of the Metropolitan Museum of Art, a member of the Special Gifts Committee of the Museum of Modern Art and a sponsor of numerous charities and other worthy



LORD & TAYLOR ADS are famous for their humor, whimsy and drawing power. Customers respond to them more effectively than they do to the biggest bargain sale.

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All come off clean..comfortably.. with FITCH'S NO BRUSH

The instant you apply Fitch's No Brush, the special "skin conditioner" ingredient goes to work. This prepares even the most sensitive face for a close, easy shave even in cold or hard water. Fitch's No Brush gets *right next* to your skin . . . holds whiskers UP until the razor mows 'em down! Leaves your face feeling soft, frosty-cool for hours. Whether your beard is TOUGH, WIRY or LIGHT, you'll enjoy solid comfort shaves once you have SWITCHED TO FITCH. *BRUSH USERS*— use Fitch's Brush Cream.

LARGE TUBE 40¢

BE "SMILE HAPPY" *after shaving by using Fitch's Skin Pep AFTER-SHAVE LOTION. Tingling, cooling and antiseptic. He-man scent.*



for action-seekers!



Liberate your limbs in the Hollywood *Rogue Shirt by *B.V.D. It's smartly tailored for action and leisure, styled in refreshing colors and luxurious fabrics. No buttons!—just slip it over your head and you're set for the rugged-or-relaxed life! Roomy front-hip pockets to hold your gear.

B.V.D. BRAND

"Next to myself I like 'B.V.D.' best"

*REG. U. S. PAT. OFF.



LORD & TAYLOR STORE shows the famed Shaver Touch from the outside in the rose-covered awnings which each year mark the first days of summer.

NO. 1 CAREER WOMAN CONTINUED

public groups. When she dines out the other guests will almost always be successful people like herself—bankers, lawyers, somebody just back from Europe or just going and, of course, the usual dash of intellectuals.

"Little woman"

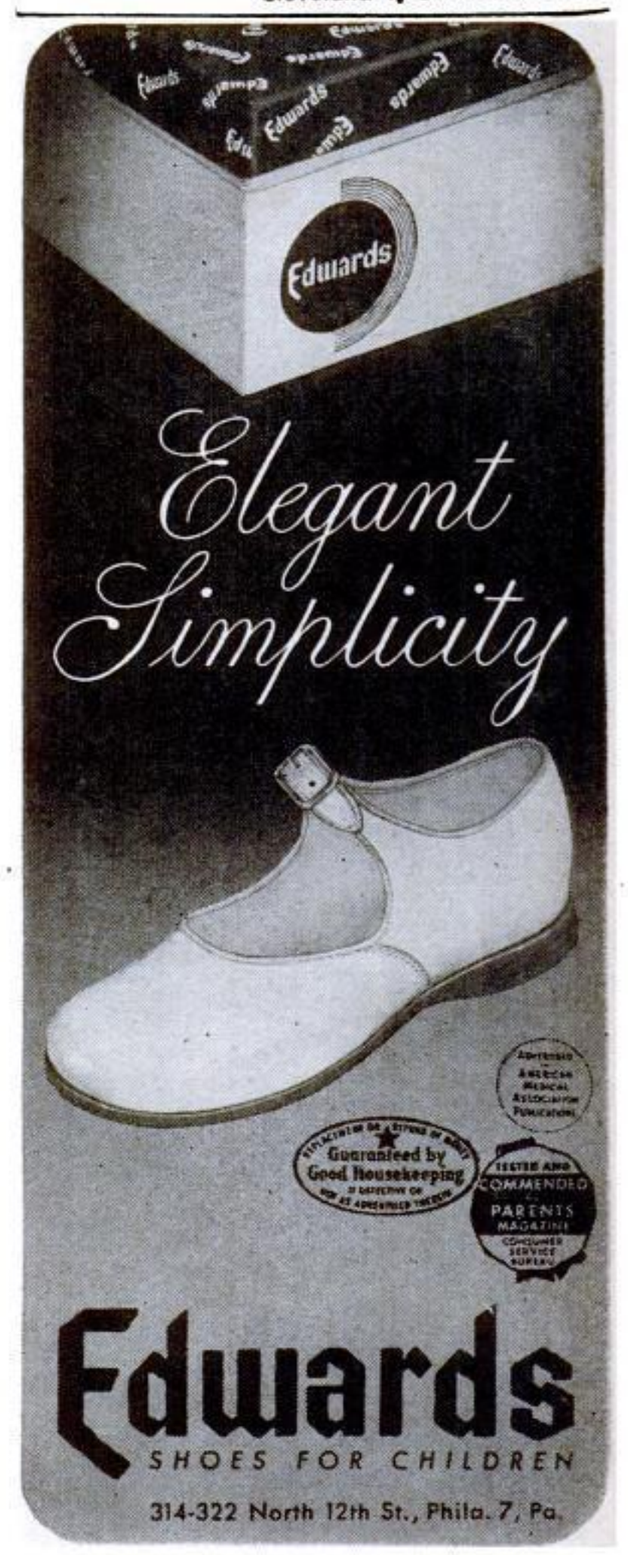
IN these urbane settings when the war between the sexes is at its most wordy fierceness, Miss Shaver displays a masterly strategic instinct. The American career woman, whether in the aspect of executive, novelist or journalist, has manifestly arrived at a critical stage of evolution. In all too many instances the apparent aim of the species is to look like Rosalind Russell, talk like Walter Lippmann and act like Molotov. But so far the result has been sociological chaos. The typical career woman encountered nowadays in metropolitan cocktail or dinner circles rattles off Toynbee and Sartre; never removes her hat; consumes numerous cocktails; requires continuous attention, and on the whole is very difficult to get along with. Miss Shaver, in contrast, belongs to the Little Woman school. She makes a feminine fuss over thunderstorms, crossing the street and lighting a cigaret; she seldom wears a hat, abominates open-toed shoes ("a monstrous custom") and carries prettily in her sleeve a fine lace handkerchief. In a society comprised of self-made pundits, oracles and finger-pointers, she has made a brilliant career with a practically obsolescent physical appendage: the ear. She is avid for other people's theories about atomic power, Henry Moore, the Ukrainian separatists and the price structure of steel. Ordinary career women, in the pursuit of audiences, tend on that account to overlook her as a competitor; the effect upon men, as one would expect, is deadly.

Once, when asked by another woman how she really got along with men, she answered softly, "The best answer to that is that I have survived three changes of management and got a promotion every time." If the male executive mind impresses some career women as dogmatic, obvious and bullheaded, it might be because too few share Miss Shaver's philosophy that "the best way to sell an idea is to make the other person think he thought of it first." In any case Miss Shaver has a habit of making things happen the way she wants. "I had a five-year plan before the Russians did," she says.

A department store—the part a customer never sees—is a tight, cutthroat world, a tireless whispering gallery. For an ambitious woman—or man—competition begins on the ground floor and ascends with rising intensity through the hierarchy of assistant buyers, buyers, merchandise executives and vice presidents. Only a woman of parts can make her way through such an ambush. Yet while Miss Shaver's rise to the power and glory of the ninth floor, with all of its collateral pleasures, has become, among the 2,300 women who work for her, a Horatio Alger epic on the distaff side, the stockgirls would hardly claim her as one of them. As one put it, "She knew the boss." While Miss Shaver did have a benefactor, two other things were more important to her rise; a doll and an almost frightening gift of persuasion. ("My technique is to sell, sell, sell.")

CONTINUED ON PAGE 120





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Longines

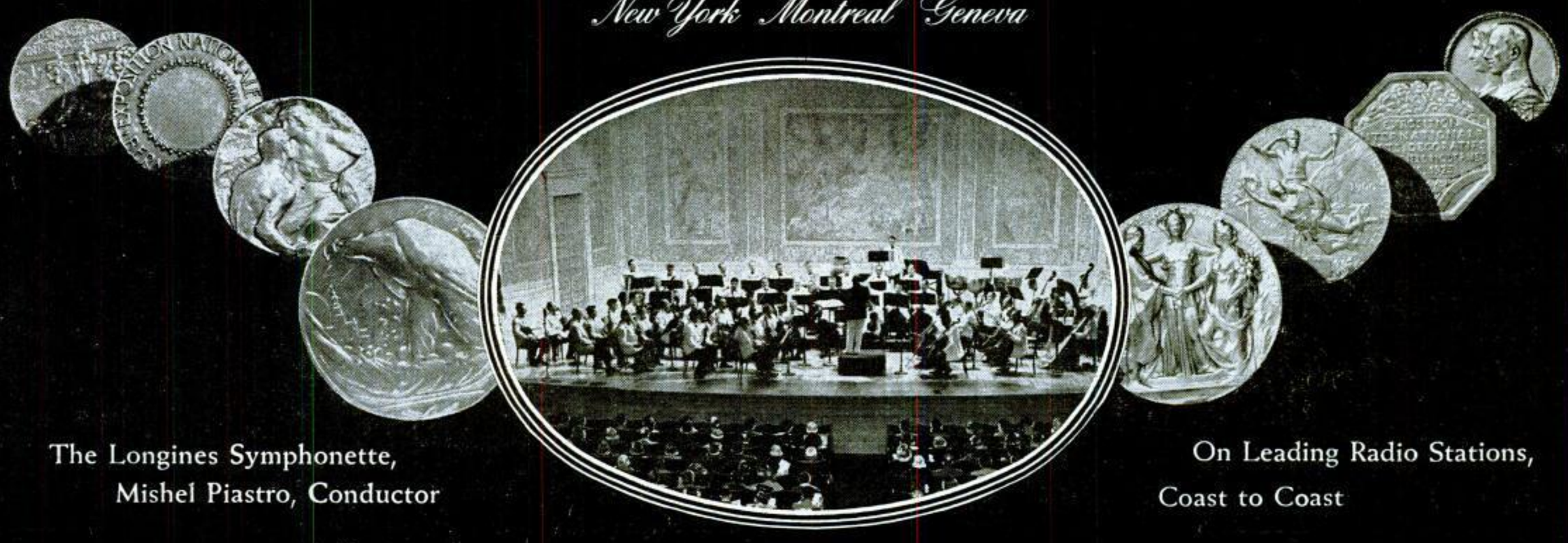
Product of
LONGINES
WITTNAUER
Watch Company

The World's Most Honored Watch

The sign of a good watch is the name Longines on the dial. It is assurance of superior manufacture, not in one detail or two alone, but all the way through. Eighty years of continuous practice has perfected the Longines technique of making watches of greater accuracy and long life. And it is for these qualities that Longines watches have won, over the years, 10 world's fair grand prizes, 28 gold medals, and highest accuracy honors from leading government observatories of the world.*

Product of Longines-Wittnauer Watch Company

New York Montreal Geneva



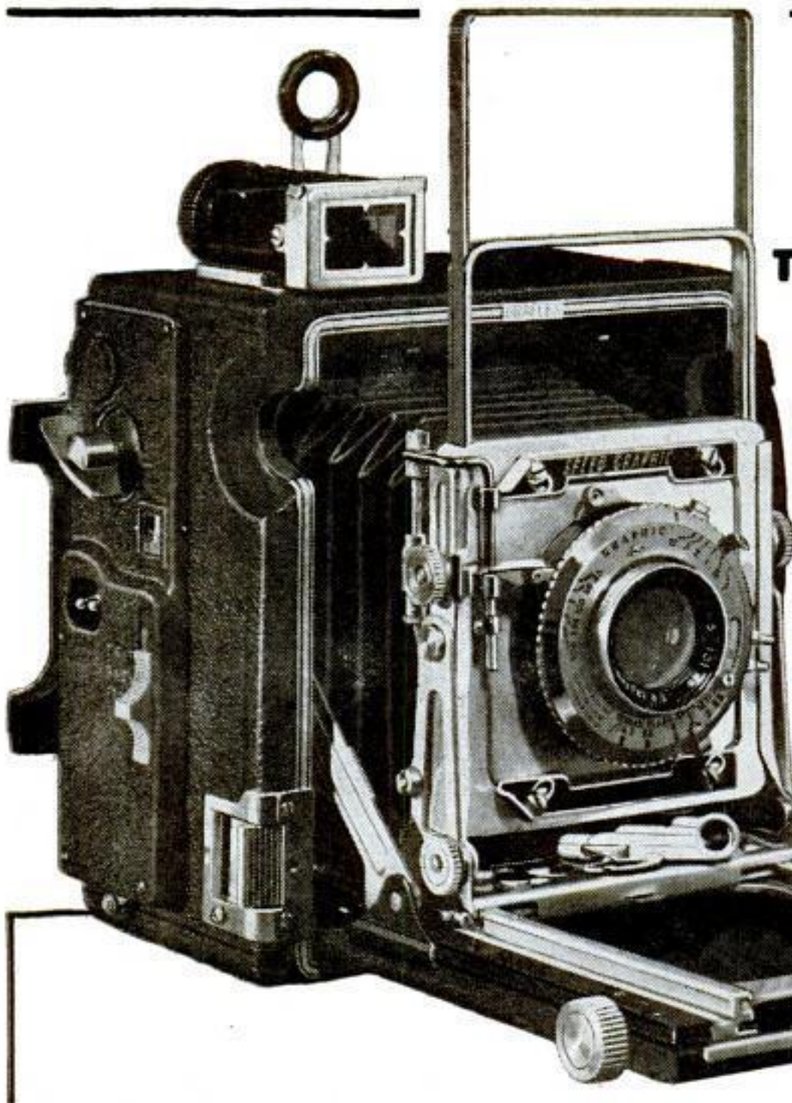
The Longines Symphonette,
Mishel Piastro, Conductor

On Leading Radio Stations,
Coast to Coast

*A series of regular Longines wrist watches in chronometric trials at the Swiss Government Observatory at Neuchatel recently took highest honors. The winning Longines made what we believe to be the best accuracy record ever achieved by any wrist watch in public competition under government supervision.

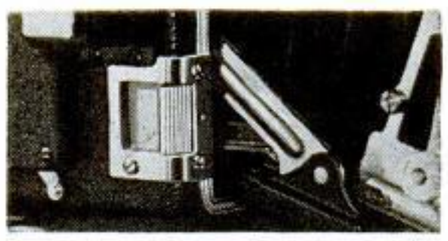
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GREAT NEWS
FOR PHOTOGRAPHERS

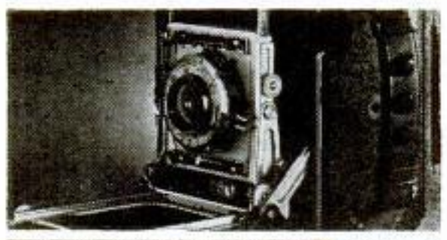


THE GREAT NEW
PACEMAKER
GRAPHICS
ARE HERE

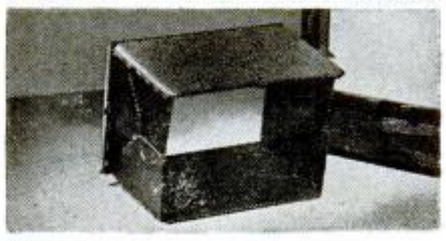
Wholly new in design—embodying many new functional features and utilizing war proved materials (magnesium alloys, stainless steel, corrosion-resistant finishes)—the all new *Pacemaker* GRAPHICS are here—3 new SPEED GRAPHICS and 3 new *Crown* GRAPHICS. The new *Crown* GRAPHICS have all features of the SPEED GRAPHIC except for the added versatility of the wholly new Focal-Plane Shutter with built-in flash synchronization.



New Body Release—greater convenience and ease of operation! (Selectively trips *either* front or back shutter on SPEED GRAPHICS.)



New All-Metal Front Standard—with stainless steel U-support. Leather handle adjustable to hands of various sizes.



New metal Folding Focusing Hood—self-erecting, instantly removable—reduces to a minimum extraneous light on ground glass.

With these and 20 more new features, the new *Pacemaker* GRAPHICS set the pace for original design, precision workmanship, functional versatility and honest value.

SEE YOUR GRAFLEX DEALER NOW!

GET GREAT PICTURES WITH GRAFLEX

Visit GRAFLEX Information Centers — At 50 Rockefeller Plaza, N.Y., and 3045 Wilshire Boulevard, Los Angeles, Calif

THE SHAVER TOUCH



SEATS of special design make the squirming shoppers more tractable.



MORNING COFFEE is served to early customers before store opens.



PERSONAL SHOPPER helps buyers to select suitable purchases.



ELBOW REST of red felt makes it more comfortable to try on gloves.

NO. 1 CAREER WOMAN CONTINUED

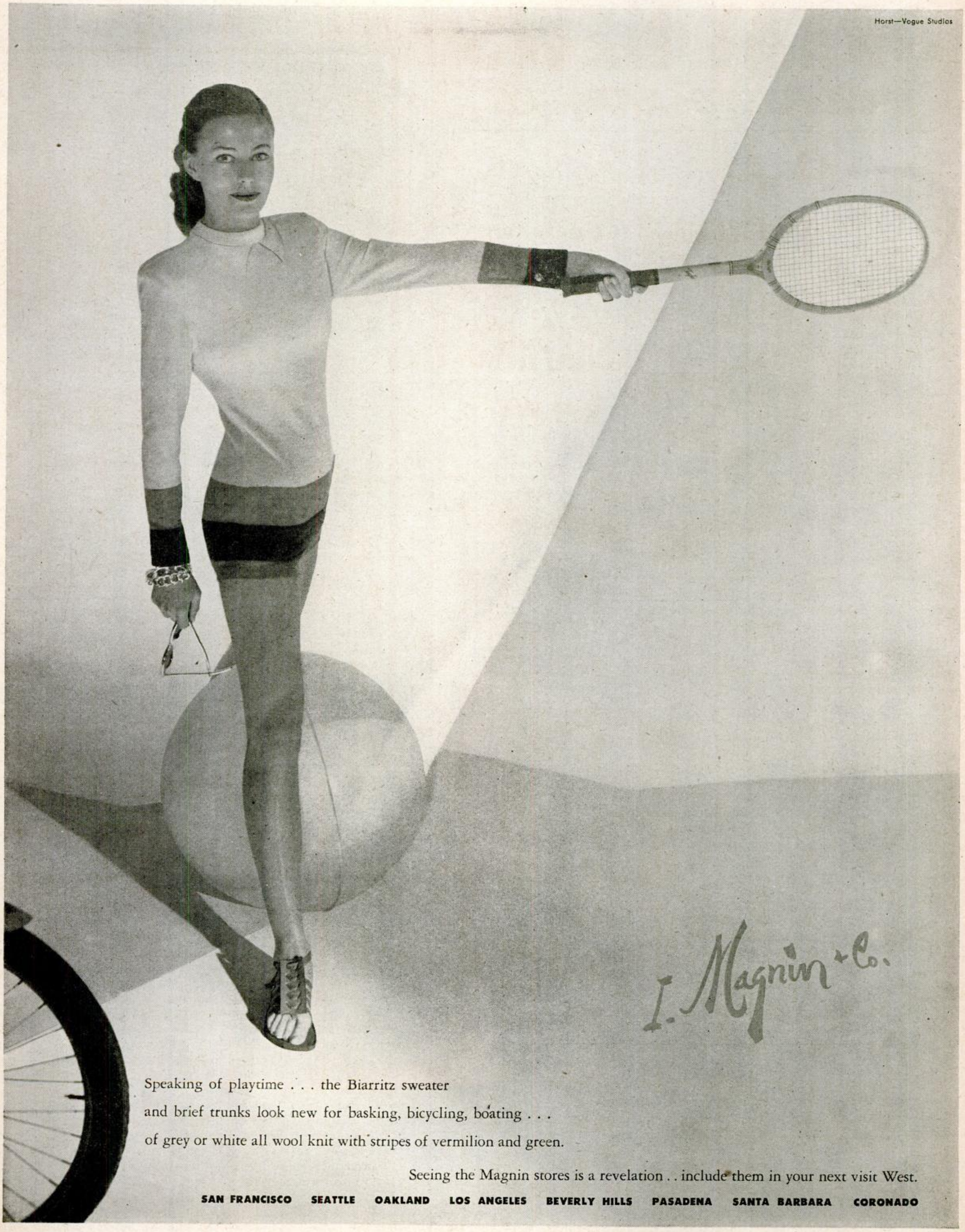
Third of five children, Miss Shaver was born in Center Point, Ark. (pop. 300) in McKinley's administration or Cleveland's second. (If the discrepancy exists, it is because even a lifetime conditioned by the iron discipline of department-store accountancy cannot eradicate a woman's whim to measure her age as a nonwasting asset.) Her mother, Sallie Hunter Borden, was the daughter of an editor of the Arkansas *Gazette;* her father, James D. Shaver, was an Arkansas lawyer who served for many years as a state chancery judge, ruling on civil cases. Now 85, Judge Shaver lives in retirement at Texarkana, Ark.

Center Point, as Dorothy puts it, was "a wide place in the road." The railroad passed it by, and at the turn of the century the family moved to the nearby town of Mena ("A lovely, quiet town, with a fine park and hills on three sides"). In Mena, Dorothy sang in the Episcopal choir, took honors in high school and could throw a baseball almost as well as her brothers. She had three years of college—two at the University of Arkansas (where Grandfather Borden once lectured) and one at the University of Chicago. But all the while she really wanted to work. ("I am a builder by nature," she says.) With Elsie in tow and a small allowance from the family, she went to New York in 1920, taking a room in a brownstone front. New York, then as now, was full of young girls trying to catch on, but there was only one among them who could sell like Dorothy Shaver. Elsie, an elfin spirit, used to amuse herself making gay, fluffy dolls. "Listen," said her sister, "you design one and I'll promote it and we'll make enough money to stay in New York. The woman who thought up the Kewpie doll," she added impressively, "made $50,000."

With rags, raffia and an impish brush, Elsie produced not one but five dolls—Princess Olie-ge-wob, Ketsey Piper, Patsy Doola,

CONTINUED ON PAGE 122

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Speaking of playtime . . . the Biarritz sweater
and brief trunks look new for basking, bicycling, boating . . .
of grey or white all wool knit with stripes of vermilion and green.

Seeing the Magnin stores is a revelation . . include them in your next visit West.

SAN FRANCISCO SEATTLE OAKLAND LOS ANGELES BEVERLY HILLS PASADENA SANTA BARBARA CORONADO

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INSIST ON THE

2 Big Exclusives

in these Healthknit

"Comfort Twins"



1. HEALTHKNIT *Kut-Ups*† SHIRTS WITH THE EXCLUSIVE *Kut-Ups* FEATURE

No other shirt has it! Note how the inverted V-vent is *tailored-in* at the crotch line. It's the secret of Kut-Ups' unbelievably *smooth* fit. The shirt follows every move of your body—yet never makes a move of its own! Stays tucked in without creep, bunch or bind! Soft, close-knit combed cotton yarns wear and wear, too . . . absorb perspiration, wash in a wink. Ask for Kut-Ups at better stores everywhere.



2. HEALTHKNIT *Mac DEE*† SHORTS WITH THE EXCLUSIVE CANTILEVER SUPPORT

No other short has this! As the full elastic waistband hugs your middle, the *built-in* Cantilever Action automatically, gently lifts. No bind, no bunch, no chafe! No buttons to break or lose. And these wonderful, washable close-knit combed cotton yarns need no ironing. Choice of Briefs and Mid-lengths, at better stores everywhere.

†Trade marks Reg. U.S. Pat. Off.

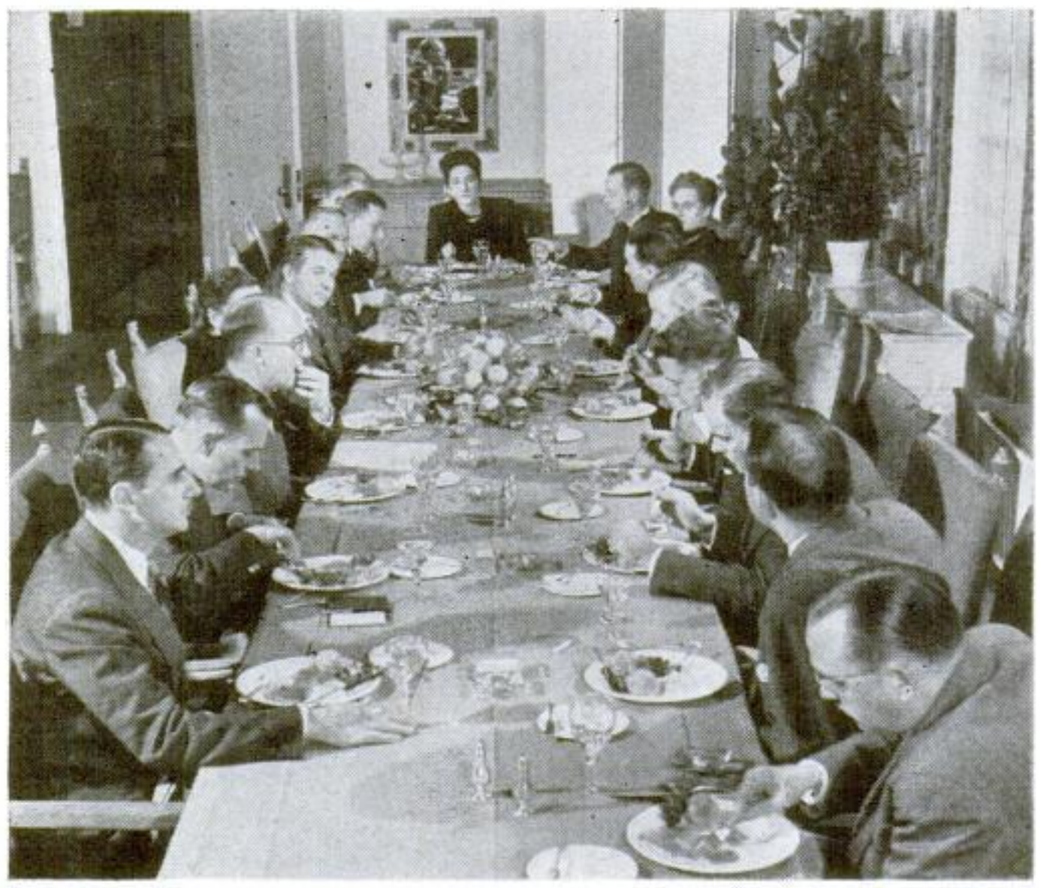
Healthknit

TRADE MARK REG. U. S. PAT. OFFICE

SHIRTS • SHORTS • DRAWERS
UNION SUITS

STANDARD KNITTING MILLS, INC.
KNOXVILLE 3, TENNESSEE

NEW YORK CHICAGO SAN FRANCISCO



MALE EXECUTIVES lunch with Miss Shaver and her one female vice president twice a month in executive dining room to formulate store policies.

NO. 1 CAREER WOMAN CONTINUED

Baby Olie-ge-wob and Thomas Squeelix, names originally invented by Grandfather Shaver for their dolls. In charge of Lord & Taylor at that time was a Mr. Samuel Reyburn of Arkansas, whom trade gospel identifies as her uncle. "If our relationship was traced back," Miss Shaver says, "we'd be found to be third cousins. The important fact is that he came from our part of the land, knew my parents and was a kind friend." One Sunday morning on his way home from church, in frock coat and striped trousers, Mr. Reyburn made a family call on the Shaver girls. An impressive figure, he was sometimes likened to Daniel Webster. As he got up to leave ("I've always had a good sense of timing") Dorothy said, "Show Mr. Reyburn your dolls, Elsie." Next morning there were four Lord & Taylor executives back at the brownstone house to arrange for putting the dolls (patented as the "Little Shavers") into production and setting up the two sisters in business in a small shop uptown. For the next four years Princess Olie-ge-wob and her associates supported the girls nicely. The dolls became a fad and women carried them in public as mascots. Then Elsie got bored with the whole business and returned to painting. Dorothy, however, went to work for the big store and almost immediately made her mark.

Woman's progress

HER first job was as comparison shopper, which meant she scouted the competitive prices of other stores. After several months of this she wrote a report, the gist of which was that a spy system, besides being slightly immoral, was a waste of time. ("Why not forget about competitors and concentrate on improving our products?") With Mr. Reyburn watching from the ninth floor and occasionally offering wise, dry advice, Miss Shaver's rise began: director of the comparison bureau, first year; director of fashions and interior decorations, second year; board of directors, third year; vice president, seventh year; first vice president in charge of all advertising, display and publicity, 13th year. In 1945, when Walter Hoving resigned as president of Lord & Taylor to run his own chain of department stores, including the rival Bonwit Teller, Dorothy Shaver took his place.

"There is an important point to remember in business," says President Shaver. "Don't ever get in a position where you can be knocked down. Nobody could get away from the facts I marshaled behind an idea."

And of ideas she had plenty. Every year she made three or four trips to the Continent, acquiring a fine sprinkling of French phrases. In 1928 she persuaded Mr. Reyburn to gamble $100,000 on importing a collection of modern French furniture and art (including some of the first Picassos, Derains, Braques and Utrillos exhibited in this country). Presented with the flourish of a Theatre Guild premiere—red carpets on the sidewalk, blazing floodlights and Miss Shaver floating about in a white evening dress—it was a sensation.

("From the start, all the time I was down the line, I told myself

CONTINUED ON PAGE 125

NEURALGIA

TORTURING YOU?

Rheumatic pains driving you mad?

Try faster-acting SLOAN'S . . . Lumbago aches, bronchitis pains, muscular soreness and stiffness also call for this quicker help to relief!



Don't agonize or suffer it out. Pat on SLOAN'S—quick! It's potent! No rubbing. You just *pat it on* the sore, aching places. You feel its faster action at once. . . . A warm surge of soothing circulation that eases congestion, quickly helps relieve the tormenting pain.

Research shows SLOAN'S *acts faster* . . . and the *effect lasts longer* . . . to help speed relief. Why fool around with lesser measures? Whenever pain strikes, get the FAST relief you want. Pat on SLOAN'S. Get SLOAN'S now—keep it handy. At all drugstores: 35¢, 70¢, and $1.40 (giant size).

SLOAN'S



FOR ACHES AND PAIN!

70 years a trusted aid in relieving pain!

Mows and Trims Lawns



New model. New type metal handle has special device to adjust cutting height. Drive shaft now mounted on free rolling, factory lubricated, and sealed ball bearings. No tired backs or aching arms. 8¼ lbs. of live precision made mechanism that first gathers, then cuts smoothly a clean 16" swath through grass, dandelions, spike grass and weeds. No noise or clatter. As modern and efficient as your electric razor. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory. Costs little. Write at once for guarantee information and literature.

MONTAMOWER DISTRIBUTING CO.
802 Keeler Bldg. GRAND RAPIDS 2, MICHIGAN

PROVES WONDERFUL

to promptly relieve misery and kill cause* of

ATHLETE'S FOOT

Helps Guard Against Re-Infection!



Here's a product that *really* does what it claims. It's a Doctor's wonderfully soothing yet powerfully medicated liquid called Zemo. First applications relieve itching and burning between cracked, peeling toes and aid healing. Zemo actually kills on contact the vicious germs* that cause and spread this trouble. That's why Zemo has such an amazing record of *continuous* success. First trial convinces. Buy Zemo at any drugstore.

ZEMO

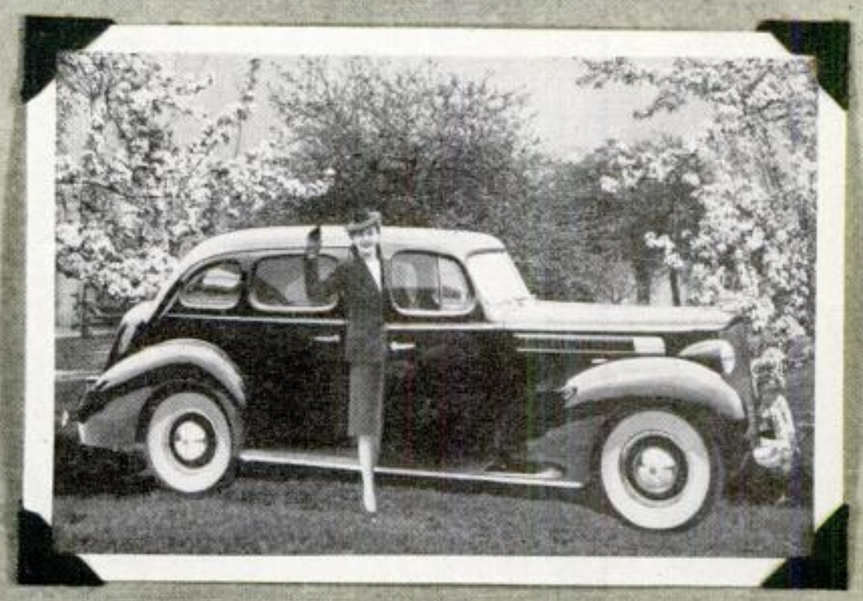
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Jeb likes Nursery Rhymes



We moved in on Mar. 17th. 1939



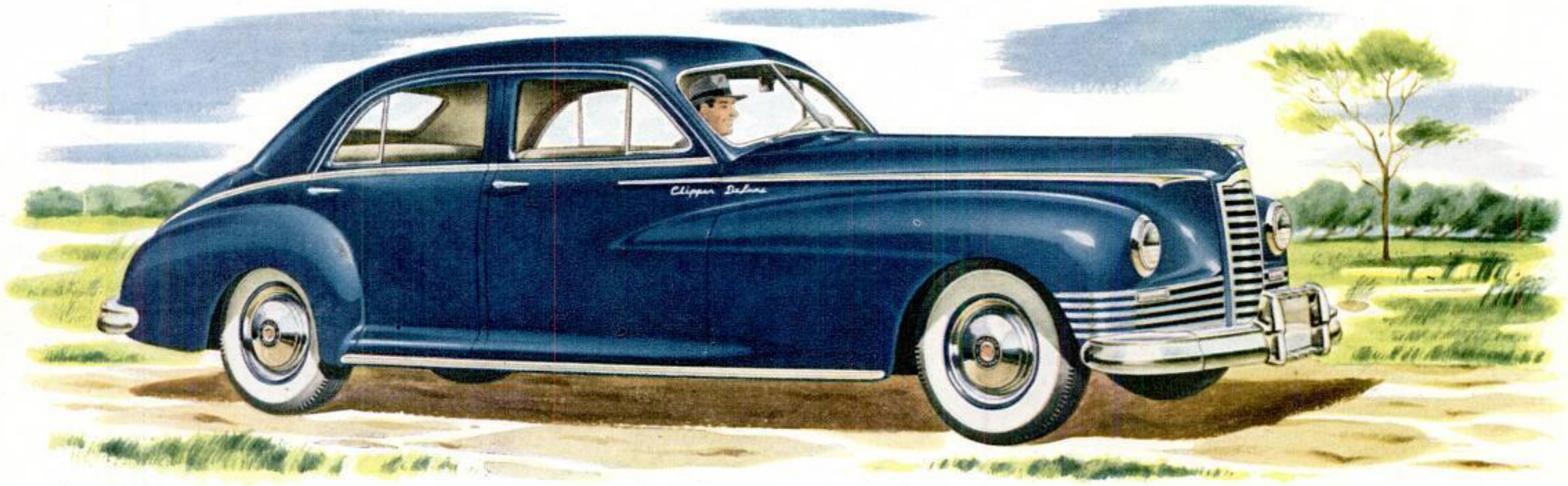
Our first Packard!

A man has a right to be sentimental!

- About some things—his home, the ones he loves . . . yes, and his first Packard—a man has a right to be sentimental.

 As a matter of fact, we who build Packard cars are rather sentimental ourselves—about two things . . .

- One is the loyalty of Packard owners, who keep coming back to us, year after year, for their *next* new car.
- The other is the fact that so many of them have gone out of their way to tell us . . . "Packard is a good company to do business with."



Packard . . . ask the man who owns one!

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When you buy, compare

...*the pen and the price!*



1. LOOK THEM *ALL* OVER!

Your favorite pen counter has many good brands of fountain pens for you to choose from. We mean it when we say—*please try them all.*



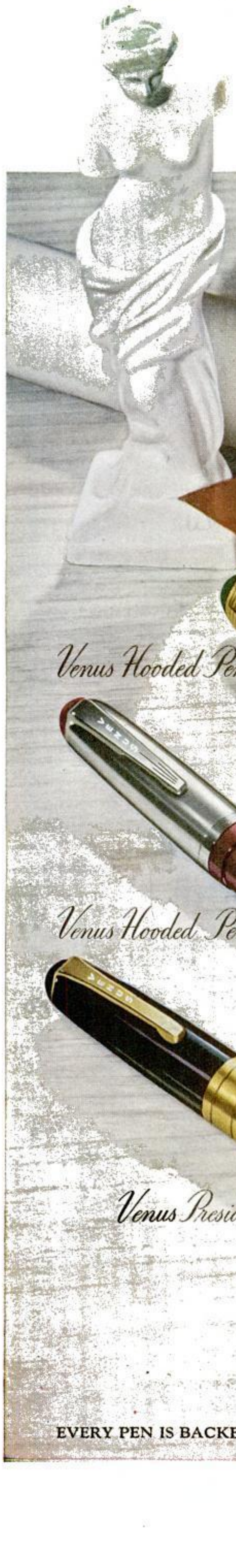
2. *LOOK* AT AND *WRITE* WITH *VENUS!*

Because if you don't you'll be missing mighty fine writing performance at a remarkably fair price! So—by all means be sure to look at and *write with a Venus!*



3. THEN *LOOK AT THE PRICE!*

You'll be convinced that Venus gives you "*every essential writing feature of pens costing twice as much.*" You decide. Look carefully and *compare!*



Venus Hooded Pen (Deluxe) only $7.50*

Venus Hooded Pen only $5.00

Venus President Pen only $3.50

Take top honors with your Graduation Gifts!

GIVE A VENUS *HOODED PEN!* It's sleek. It's smart. The patented hood traps and stores the ink, keeps the pen-point moist for *instant touch and flow!* (No priming, no pumping, no pounding.) First—see and write with the *De Luxe* model! From the handsomely chased 14 Karat gold-filled cap and the deep pocket clip to the 14 Karat gold point under the gracefully tapered hood, it's every inch a luxury pen—*in all but price*, only $7.50;* with matching pencil $11.00.*

"Off the gold standard" but equally smart in appearance and performance is the Venus *Hooded Pen* for only $5.00 (with matching pencil $6.75). Satin-smooth, white metal cap, and matching clip, with a 14 Karat gold point of course.

BOTH USE QUICK-DRYING (WRITES DRY) OR REGULAR INK

There's still another *Venus for value!* The *President.* Extra large 14 Karat gold point and quality throughout. Yours for years—for only $3.50; with matching pencil $5.00.

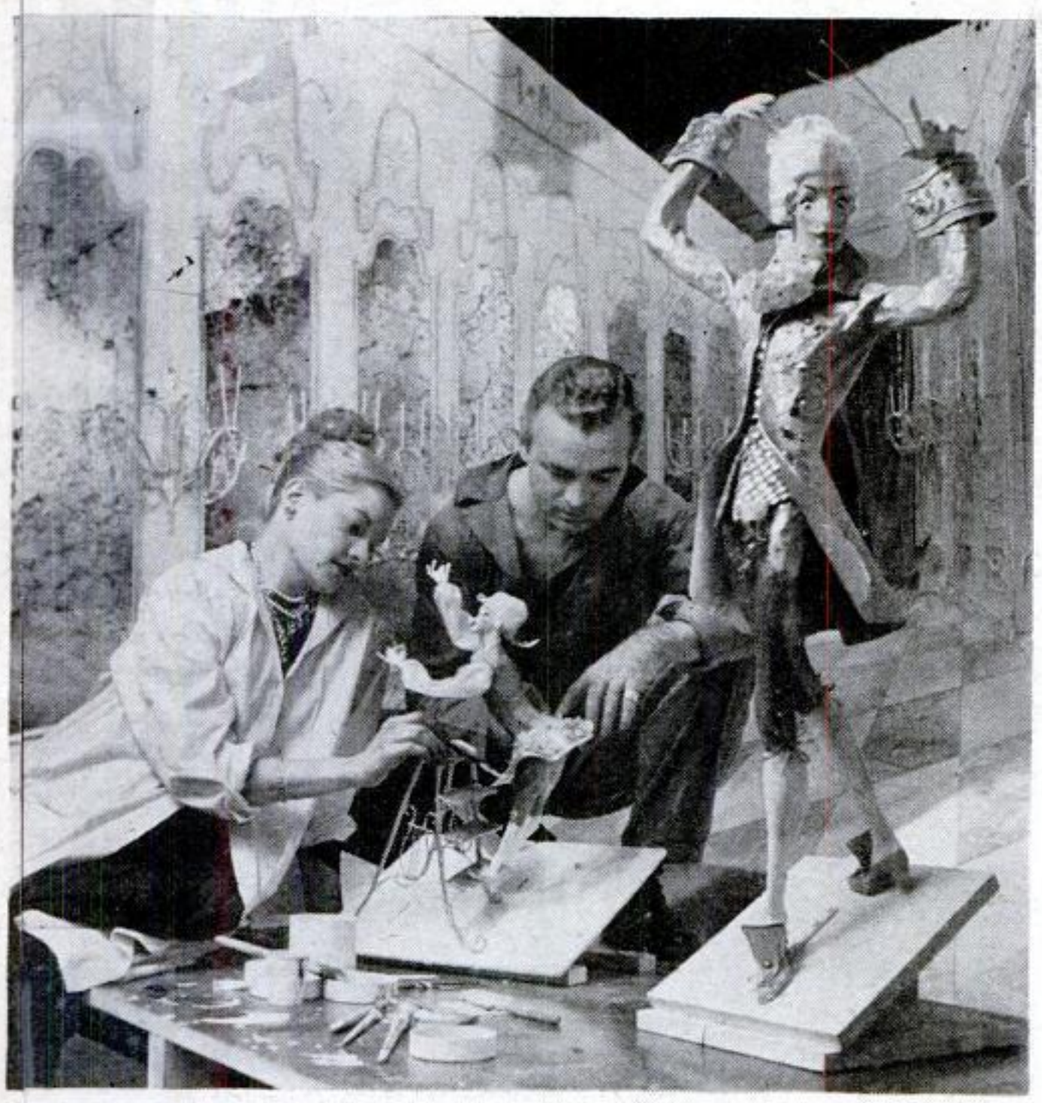
**Plus Fed. Tax*

VENUS

American Pencil Company

EVERY PEN IS BACKED BY THE VENUS GUARANTEE—*by the makers of famous Venus Pencils*

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WINDOW DISPLAYS of Lord & Taylor are best on Fifth Avenue. They are artistic and eye-catching. Director Callahan (*right*) prepares Cinderella window.

NO. 1 CAREER WOMAN CONTINUED

I'd never be afraid. If I saw a challenge, I'd meet it.") All through the 1920s the French label was to fashions what the pound sterling was to international exchange. *Vogue* decreed as an article of faith that only Paris could make a gown. But early in the 1930s Dorothy Shaver sensed that the American designers were about ripe on the vine. Quite alone, she began to push them, an act that won their gratitude. She invented the phrase, "The American Look," and, in the process of promoting her fashions, injected a new mood into department-store advertising.

The standard department-store ad ballyhoos a dozen different items and makes its bid on price in big black type. But some years ago Miss Shaver perceived the folly of trying to sell women's fashions on that basis. ("The only place for a woman to buy a dress or coat is in the fitting room.") Lord & Taylor ads, following a model developed by her, plug only one fashion idea at a time, mention price, if at all, in modest type and always stress the store. The atmosphere of fashion is conveyed by an airy sketch of a woman in something smart—a hat or dress or suit or coat. ("The strategy is not to sell a specific item. It is to plant the idea that we know fashion.")

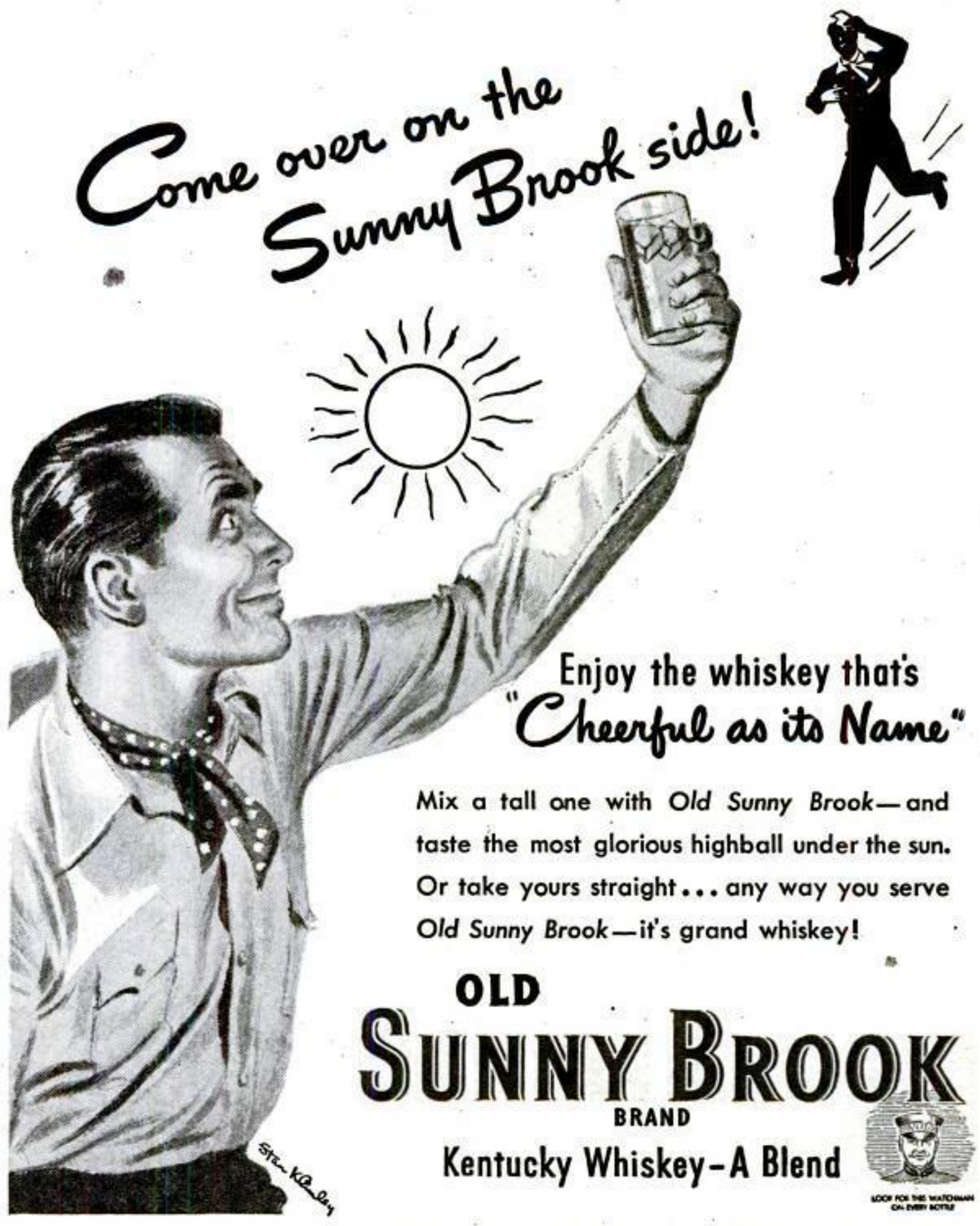
"We're the talk of the town"

AMONG the hucksters Miss Shaver emerged as a master of indirection. To whip up sales of fur coats and winter underwear during an unseasonable warm spell, she used Epsom salts, acid-whitened corn flakes, beer froth, powerful fans and a phonograph giving wind effects to produce a blizzard that made her windows the crowd-stopper of the year. And though neither was mentioned, the sale of fur coats and underwear doubled at once.

"We're the talk of the town," Miss Shaver could exult. If she seemed maddeningly self-confident ("Nobody knows fashions better than we do; we sell fashion, buy fashion, live fashion.") she also knew her customer. From between the subway crowds of Macy's, Gimbels and Bloomingdale's and the high-fashion clientele of the snobbish uptown establishments (Henri Bendel, Hattie Carnegie and Bergdorf Goodman), she carefully and painstakingly separated a specific kind of customer—the wives and daughters of successful men, the upper-middle-class women who fancy good style rather than high style, predominantly urban but with a fine sprinkling of Westchester, Long Island and New Jersey matrons.

This crush—no other word seems adequate—is the envy of hinterland stores, whose scouts constantly prowl the premises. It is, say Miss Shaver's admirers, a simple matter of the Shaver Touch. Schiaparelli would recognize this touch and so would Barnum. When Miss Shaver is pushing perfumes, for example, concealed sprays above the front windows will blow a fine, tantalizing haze

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Shoes
to catch his eyes...
Friendly
"Sports"
REG. U. S. PAT. OFF.

In the spring a young man's fancy—still follows his eyes. "Cutters" in Friendly "Sports" are always open to compliments. And so are their wearers.

Bea Friendly

EDGEWOOD SHOE CO., NASHVILLE, TENN.

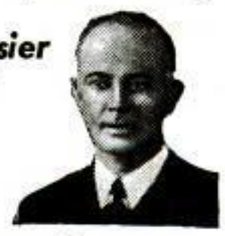
REMINGTON USERS !

Get faster, closer electric shaves with new preparation

● Now you can get quicker, longer-lasting shaves from your Remington Electric Shaver—with sensational new Lectric Shave. Just dash a few drops on your face *before* shaving.

"Makes shaving easier —cuts time in half"

W. J. MILLER
Detroit, Mich.



Lectric Shave lubricates and smooths down skin to overcome "shaver drag." It helps save precious minutes of shaving time.



"Get a closer shave —face feels cool"

CALVERT LITTLE
New Orleans, La.

Lectric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Lectric Shave with any shaver. At dealers, Remington service stations—or send name and address to The J. B. Williams Co., Dept. LE-10, Glastonbury, Conn., U.S.A. for free bottle. (*Offer good in U.S.A. and Canada only.*)



Lectric Shave

Makes electric shaving easier

Croton AQUAMATIC



WORLD'S MOST *CAREFREE* WATCH!

- because you never need to wind it!
- because it's certified waterproof!
- because the crystal can't shatter!
- because it's shock-resistant, too!

Write for free booklet

CROTON WATCH CO., INC., 48 W. 48th ST., N. Y. 19



THE SHAVER SISTERS share a duplex penthouse in New York's East 50s. A clever artist, Elsie runs the Shaver household while Dorothy runs the store.

NO. 1 CAREER WOMAN CONTINUED

over the noonday crowds—a $1,000 compliment free. But the five-fold increase in sales that automatically results brings that money back and more.

Red-felt cushions for the customers to rest their elbows on while trying on gloves; tiny little seed-pearl hearts free to every prospective bride who shops for her trousseau at Lord & Taylor; a pink or blue rattle—and Lord & Taylor's compliments—with every layette; a soup bar in the men's shop, with a wise-cracking counterman, in a snowy Hollywood-size chef's hat and goatee, dispensing Scotch broth in a gray landscape of men's suitings; gay rabbits and sprightly papier-mâché cows showing the way to the children's department—this is the Shaver touch.

A store is a store is a store . . .

SO are the pale pastels and the strong reds and greens that fill the store with color; the green awnings that tell New Yorkers it is spring, the ones with roses for summer and the russet for fall; the long, airy, dimly lit aisles giving off into gay little shops within shops; whimsical murals on the back stairs to beguile the impatient shoppers who do not want to wait for the elevator; dozens of fantastic hats swaying on invisible cords from the ceiling as reminders of spring; manikins with golden rope for hair and startling, presumably atomic-age bosoms and flexible waists; charming, near-surrealist alcoves, and coffee and folding chairs in the vestibule for commuter shoppers who arrive before the doors are opened. That this is great stuff is borne out by the fact that Lord & Taylor, now in its 121st year, was never more prosperous than it is today, with last year's business up 21% over 1945.

"Learning to run a store," advises Miss Shaver, "is like learning to play a piano. Master the fundamentals, as one masters the scales, then let yourself go."

The fundamentals are the basic rules of stock control, long-range buying policy, turn-over rate and the management of store prima donnas. It is one of the enduring fetishes of the trade, but slowly giving way, that only a man's mind is capable of coping with these matters. Indeed, the Associated directors, in the act of voting Miss Shaver into the presidency, are supposed to have congratulated themselves on picking "the best possible man for the job." They meant, of course, that wholly apart from the Shaver Touch, she knew her way through the dull ledgers and account books that are the empires of the simple masculine mind.

Looking back over her first year as the Big Boss, Miss Shaver has decided that her deepest satisfaction has been in building up her organization and staff. "They," a mysterious and unidentified

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The MARCH OF TIME presents

"THE RUSSIANS NOBODY KNOWS"







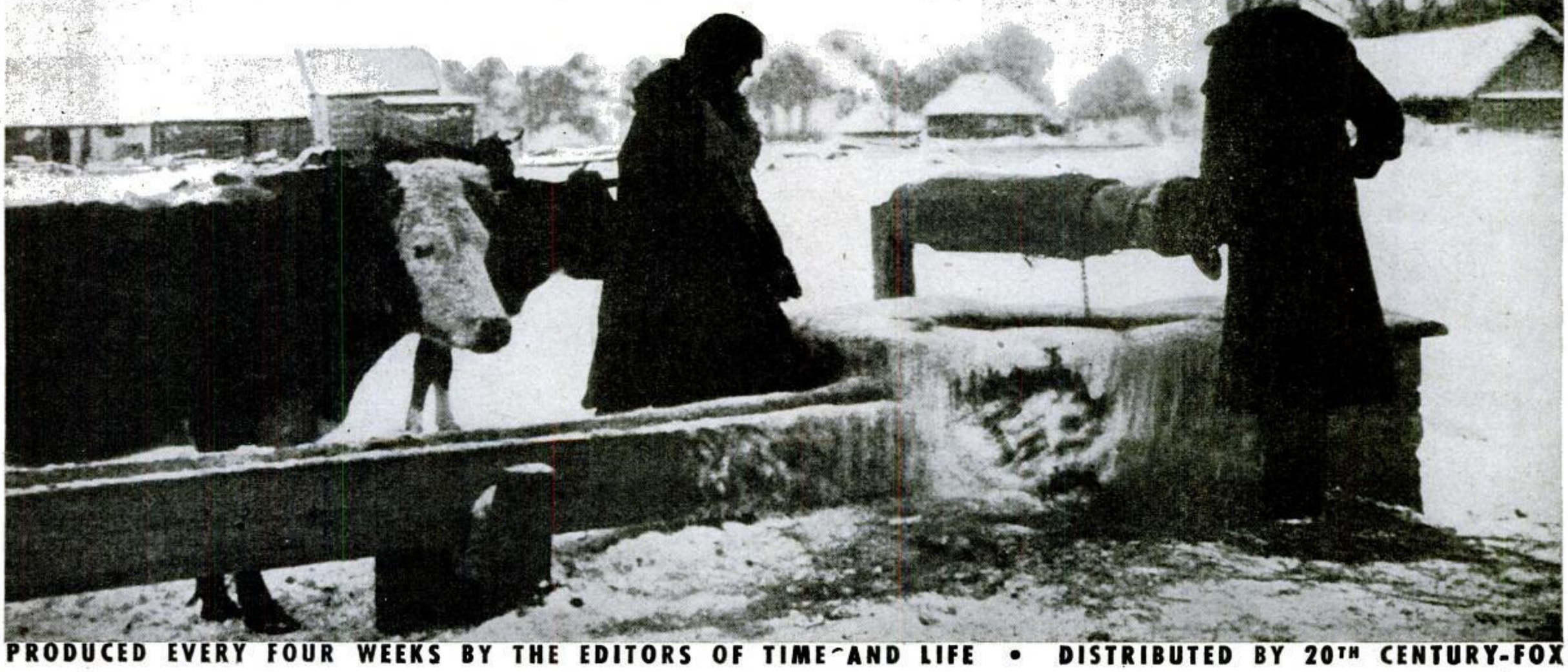


Here is the first news film to show you the day to day life of the Russian people in this year 1947.

Behind the wall of Soviet secretiveness and power politics lies an almost-never-seen Russia—a nation of farmers and factory hands, doctors and scholars, salesmen and clerks and housewives. This is the intimate record of Russian men and women and children, at work and at play—disclosed to the camera in scenes rarely glimpsed by visitors.

THE MARCH OF TIME brings you this exclusive film *uncensored.* (It was taken in Russia by an UNRRA cameraman and developed in London.) It is the kind of picture which will provoke violent differences of opinion and upset a good many pre-judgments.

But please...do not discuss it until you have seen it yourself

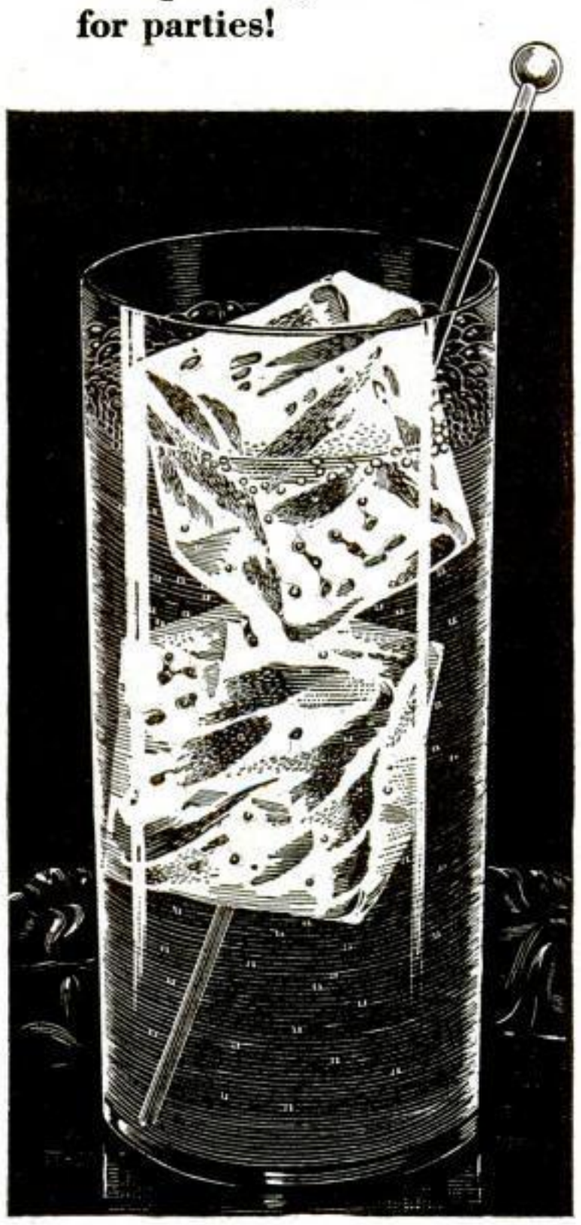


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do you know...

that just a phone call to your local Ice Company will bring you all the *ice cubes* or crushed ice you need — pure, sparkling, crystal-clear, taste-free ice — hard-frozen for s-l-o-w melting? By the carton, bag or bushel. Inexpensive, too! Great for parties!



This is just one of the many new, post-war services the progressive Ice Industry is providing for *better living*. You ought to know about them *all*. Just get in touch with your local Ice Company.

NATIONAL ASSOCIATION OF ICE INDUSTRIES
1706 L Street, N.W., Washington 6, D. C.

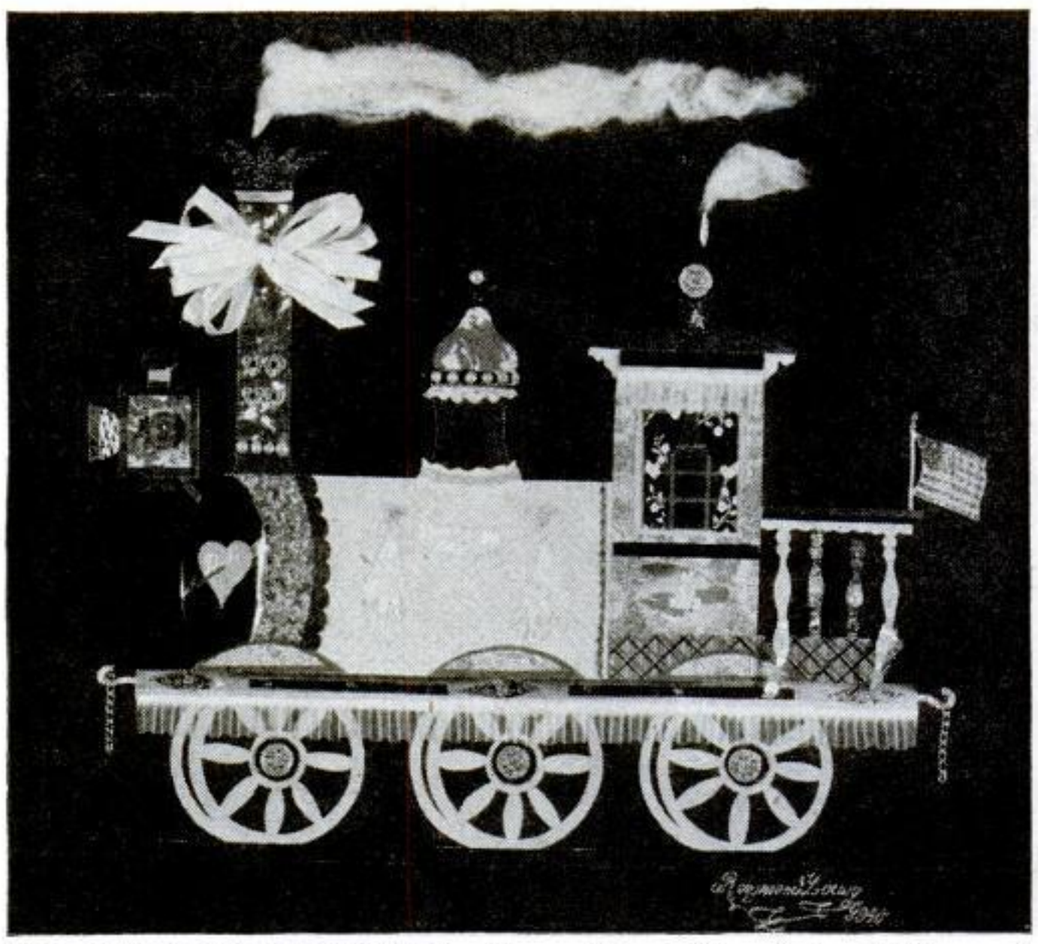
they, "said a woman couldn't build an organization; couldn't get smart men to work for her," she says. "Well, I've got the best in the business."

She raised to vice president two long-time colleagues, and two new vice presidents were imported from the outside. But the man who in the executive hierarchy is closest to Miss Shaver is quiet, graying Mr. Van B. Sims, who is quite unmoved by all the to-do over the longer skirts and padded hips, and exudes the gentle philosophy more appropriate to the trust department of an ivy-covered bank.

Along with new policies at the top, Miss Shaver broke up and rebuilt a dozen departments. Several weeks ago, just as she was congratulating herself on carrying off a drastic reorganization without a tremor, her high-fashion expert, Mr. Roy M. Rudolph, resigned without warning to take the job of president of Bonwit Teller offered him by Miss Shaver's predecessor, Mr. Walter Hoving. Mr. Rudolph has a fine flair for style. In any other store his defection would have been comparable to the sudden departure of a brewmaster from a brewery. Indeed even at Lord & Taylor it sent a flutter over the third floor. ("When a thing like this happens to an organization you have to move right in.") Hardly had the store grapevine begun to rattle with the news before Miss Shaver was having meetings with the buyers and executives, shifting command and briskly redeploying her forces against possible raids on the staff by the departed V.P.

In addition to building a better organization than many highly touted men executives possess Miss Shaver has a sensitive feeling for what is running through the minds of the people under her. She confides matters of general policy to employes in advance of any public statement, does not hesitate to cut across organization lines to develop new talents ("I like to stir up things") and encourages her people to keep the store alive and changing. She is liked, even admired, by her employes and the prevailing opinion is that it's fun to work for her. It used to trouble the younger Lord & Taylor crowd that Dorothy Shaver did not marry, but they now ask, "Where would she find her equal?" Sociologists concerned with the role of women in U.S. corporate life will find food for thought, however, in the statistic that all the babies born to female executives during Miss Shaver's tenure have been girls.

Miss Shaver is hurrying on with plans for the huge new store which Lord & Taylor hopes to build three or four years hence, farther up Fifth Avenue, on a $6,200,000 plot between 52nd and 53rd Streets. As a merchant her ambition is to push the store's annual gross sales to $60 million—twice what they were before she became president. If she fails it will not be for want of energy. Not long ago, on the way from her office to an important luncheon engagement for which she was all ready, she began to fret as elevator after elevator, crammed with customers, dropped past her floor without stopping. Summoning her secretary, she said, "Telephone the starter and ask what is the matter with the elevators." As the secretary turned away, she added, "And when you finish doing that, Miss Stratford, find out what ad pulled in this crowd."



A STEAMING LOCOMOTIVE with curtains at the window is Raymond Loewy's idea of Dorothy Shaver. Designer Loewy has known her for many years.

Easy Lesson in Cool Comfort

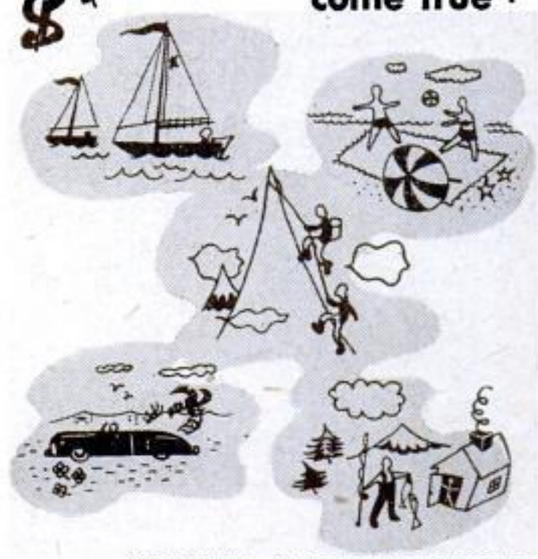
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"The Oxen paraded by the Victuallers . . .
will be slaughtered . . . and the beef . .
distributed to the poor . . ."

PENNSYLVANIA GAZETTE, JULY 9, 1788

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MOVIE OF THE WEEK:

Odd Man Out

James Mason plays a fugitive Irish revolutionist in a fine chase picture which is almost a moral epic

Few movie-makers will see *Odd Man Out* without becoming envious, and few movie-goers will leave the theaters without being impressed. It is a somber film about an Irish revolutionist who is wounded by the police in the afternoon, pursued all evening from refuge to refuge and finally cornered and killed at midnight. From the moment that Johnny MacQueen accidentally shoots a manager during a mill robbery (*right*) he is caught in a maze of circumstances that gradually becomes more devious and more sinister. All escapes turn out to be snares in which a brave man comes face to face with unavoidable destruction. At the end the audience is left with the exalting experience of heroic tragedy.



IRISH REVOLUTIONISTS MURDER A MAN AS THEY ROB A MILL

All this happens in terms of the oldest movie formula there is: the chase. But to call *Odd Man Out* a chase film is as unjust as calling *Romeo and Juliet* a tale of boy-meets-girl. *Odd Man Out* is also an essay on morality. The people of the Irish streets who betray Johnny or use him for their own advantage or help him only when help does not involve any risk are the sounding brasses and the tinkling cymbals of St. Paul, for they are without charity. Only Johnny and his selfless girl and a stern pursuing policeman emerge from the story unstained.

As the dying fugitive, James Mason does well with the limited opportunities of a part which gives him few lines and, in the main, is a kind of vortex around which the whirlwind of plot revolves. It is a handful of superb character actors (*next page*) who really carry the ball. Most of them were recruited from Dublin's Abbey Theater and are now making their first movie appearances.

Largely responsible for *Odd Man Out*'s success is Producer-Director Carol Reed (*Night Train*, *The Way Ahead*). There has not been such lighting and imaginative use of the camera since Orson Welles's *Citizen Kane* (*1941*). Certain scenes—children begging, a barroom brawl—could only have been managed by an artist of stature and high purpose.

Even so, *Odd Man Out* is not completely successful. In desiring to tell a great moral story on film, Mr. Reed aimed an arrow at the sun. It falls short for, toward the end, *Odd Man Out* strains too hard at credibility and the audience is forced to recall it is witnessing, after all, a work of fiction. But this is small discredit. Even with a fumbling finale, its soaring conception makes *Odd Man Out* an important movie and Carol Reed a strong Academy Award contender.



WOUNDED JOHNNY MacQUEEN, played by James Mason, painfully drags himself through the backalleys of an unfriendly city while he tries to escape the police. As comrades desert him, frightened householders refuse to help him and tramps try to betray him for money, Johnny remains courageous. But life quickly ebbs from him.

CONTINUED ON NEXT PAGE

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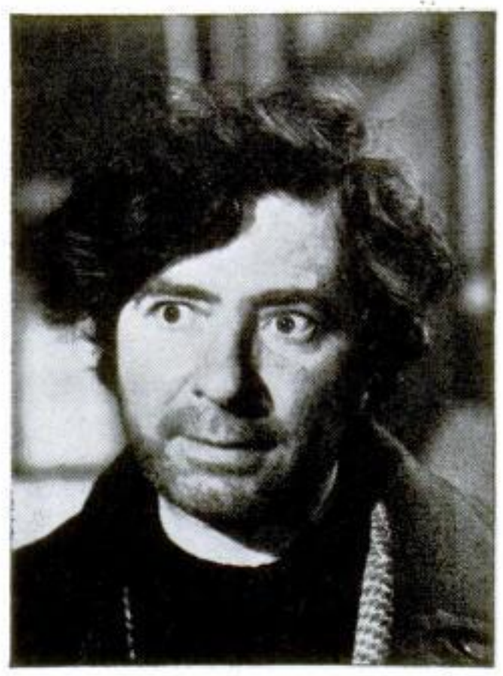
Millions prefer this smoother, creamier mustard

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"Odd Man Out" CONTINUED



ALL KINDS OF PEOPLE take a hand in Johnny's fate. Lukey (Robert Newton, *above*), a half-mad artist, tries to paint "dying look" in Johnny's eyes.



A SLY RESORT OWNER (Maureen Delany), hoping to improve bad police record, tips off the police about Johnny, gets two of his friends killed.



A FRIGHTENED PUBKEEPER (William Hartnell) hides Johnny in a pub booth but is glad to get rid of him when Lukey takes him to his studio.



A RAFFISH BUM (F. J. McCormick) finds Johnny abandoned in a supply dump and rushes off to sell this information to the highest bidder.



A FRIENDLY PRIEST (W. G. Fay), trying to help Johnny without jeopardizing his own position, stalls off man-hunting head constable (Dennis O'Dea).

CONTINUED ON PAGE 134

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A CONSTABLE questions Johnny's sweetheart (Kathleen Ryan). Later she joins the chase, hoping to get Johnny away by boat before the police catch up.



IN LUKEY'S STUDIO the nearly unconscious Johnny is propped up in a chair. While a doctor cleans the wound, Lukey paints the dying man's portrait.



JOHNNY'S END comes at midnight when police close in as he clings to an iron fence with his sweetheart. Then both die in a sharp rattle of pistol shots.

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For the 1 man in 7 who shaves daily

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EVERY THURSDAY NIGHT, OVER NBC

33 FINE BREWS BLENDED INTO ONE GREAT BEER

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PREPARING FOR BED, THE O'CONNOR TWINS, CONSUELO (LEFT) AND GLORIA, PRACTICE THE NIGHTLY BEAUTY RITUAL OF BRUSHING AND PUTTING UP THEIR HAIR

O'CONNOR TWINS

Pretty New York sisters are busy models, actresses and debutantes

Like spring flowers, the pretty twin faces shown above are bursting out all over New York this season. They belong to Consuelo and Gloria O'Connor, a matched pair of 18-year-old debutantes whose Irish-born mother seems to have admired Vanderbilt first names. Ever since 1943, when they hit town fresh from Canadian convent schools and were noticed in an elevator by a fashion photographer, they have been charming a succession of theatrical producers, society matrons and stag lines. This year they were among the prettiest and most popular debutantes (LIFE, Jan. 6). Meanwhile the O'Connors have been no less busy as models, often posing together in simultaneous "before and after" pictures, thus saving photographers a lot of bother. They find time to do charity work at hospitals, act bit parts in movies and recently in a play which opened and closed in two days. The experience caused them to say they were "through with the theater . . . for at least two months."

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O'Connor Twins CONTINUED



SCHOOL HOMEWORK takes O'Connors to library for reference books. The girls can be distinguished when writing because Consuelo is left-handed.



AT FASHION SHOW Gloria and Consuelo model in bridesmaids' outfits. They avoid bride's gowns, which usually require services of only one model.



DANCE INSTRUCTION is given to the twins by a professional ballet star. They were taught a minuet by him for their ill-fated Broadway production.

CONTINUED ON PAGE 140

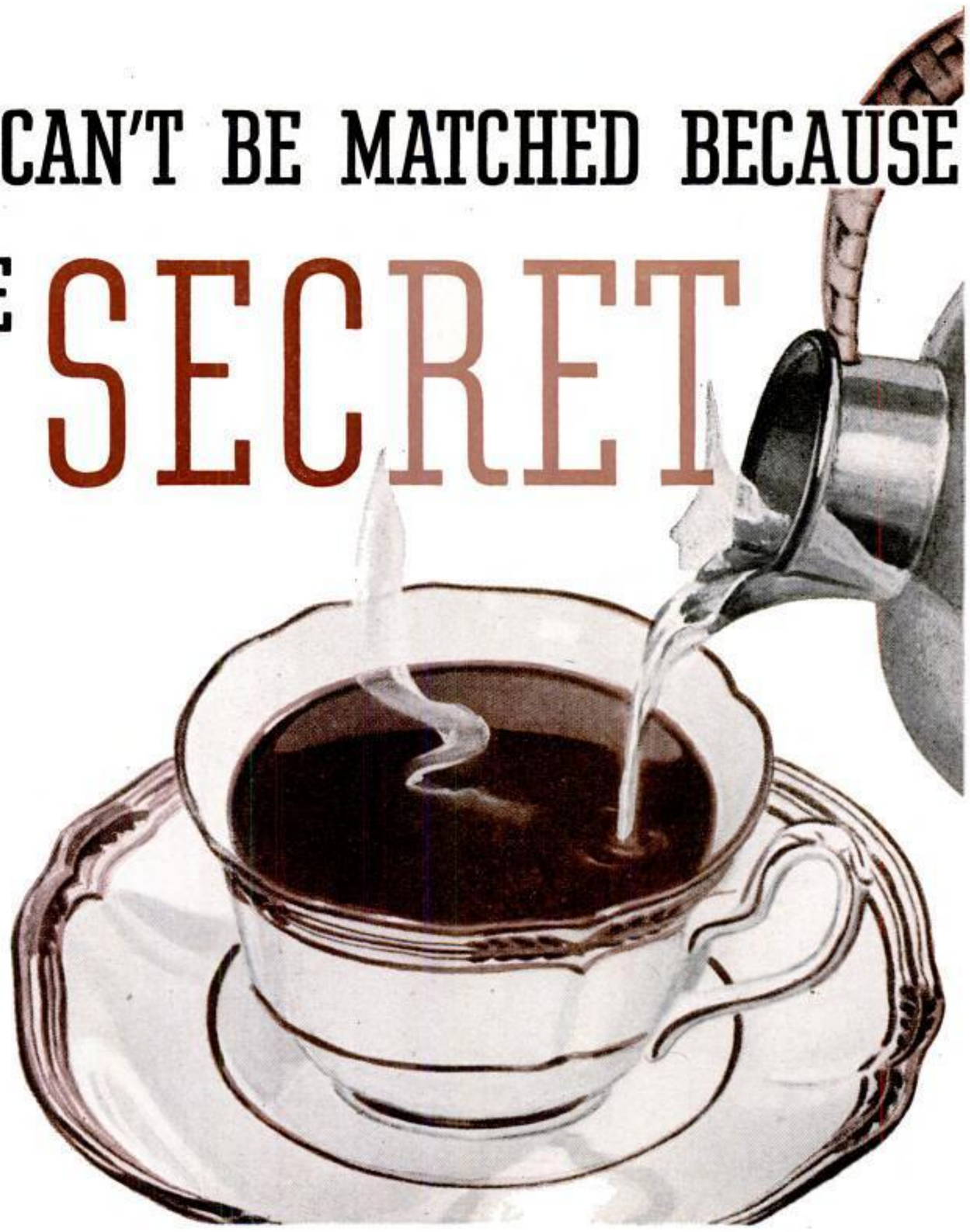
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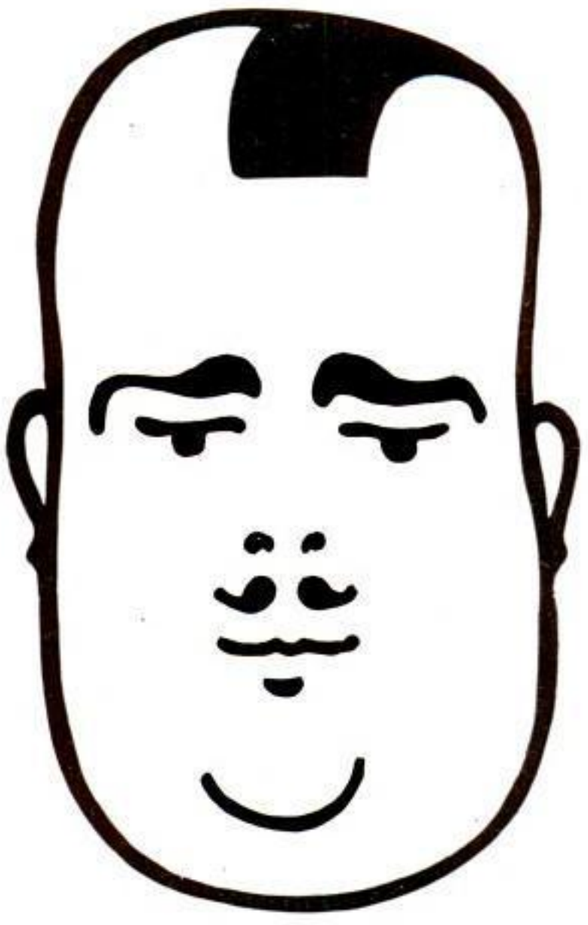
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AT THE HOSPITAL Gloria and Consuelo, who are also members of several debutante charity committees, help out by sterilizing racks of nursing bottles.



AT THE STORK CLUB the popular twins make a dazzling entrance in their favorite gold lamé gowns. They often change their clothes five times a day.

CONTINUED ON PAGE 143



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It's New! Made with a face cream base.

It's Gentler! Yodora is actually soothing to normal skins.

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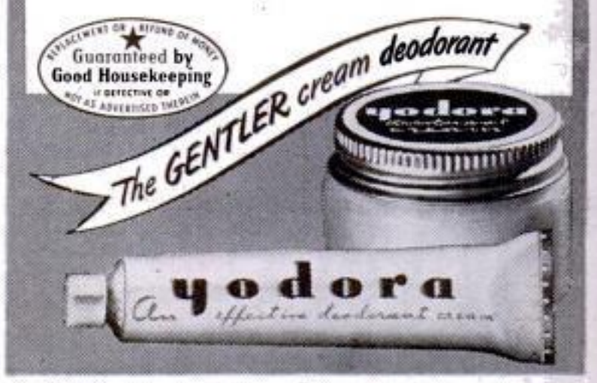
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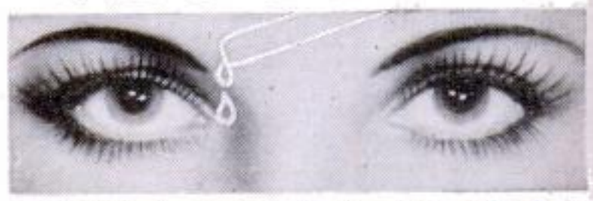
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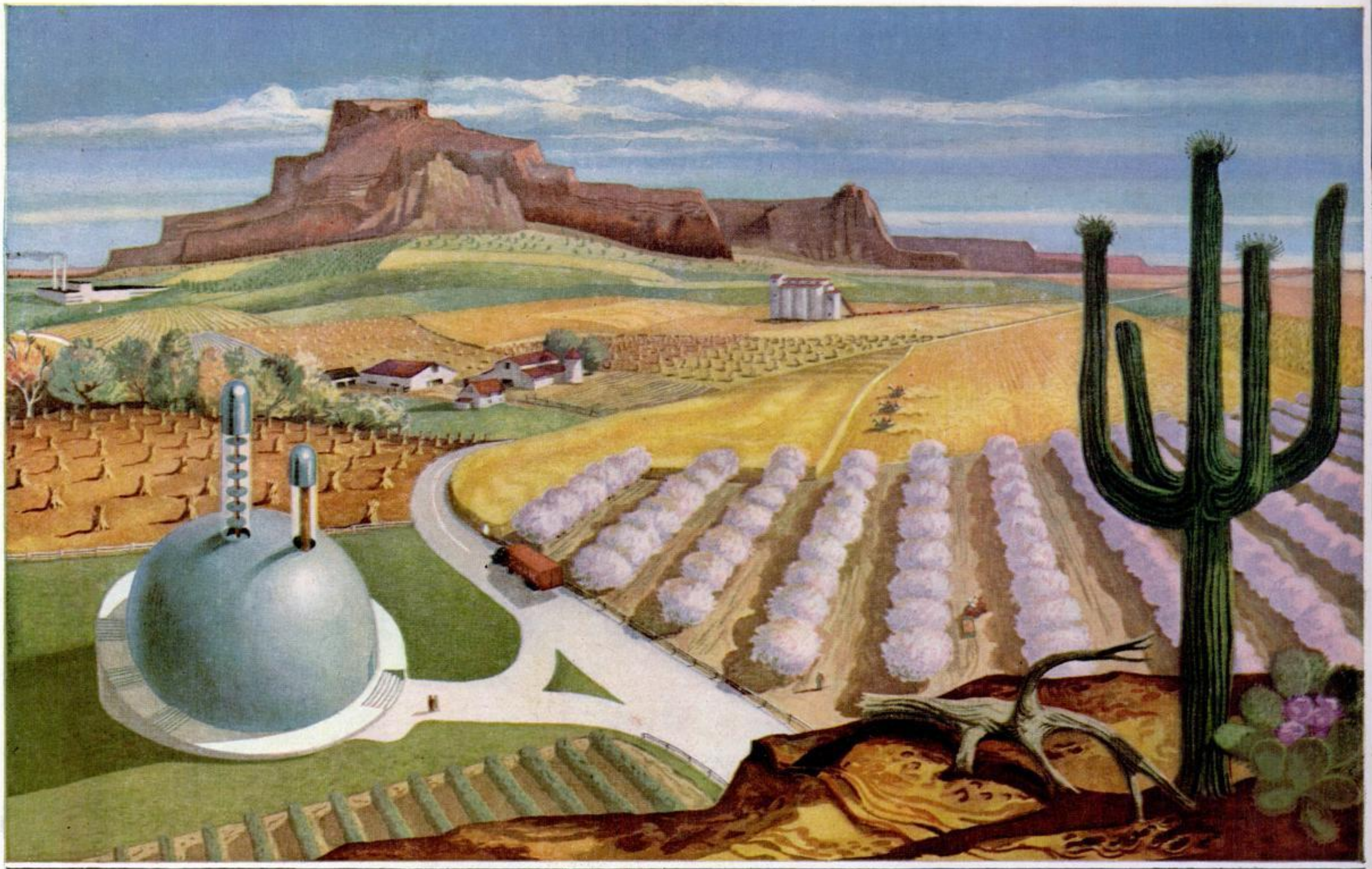
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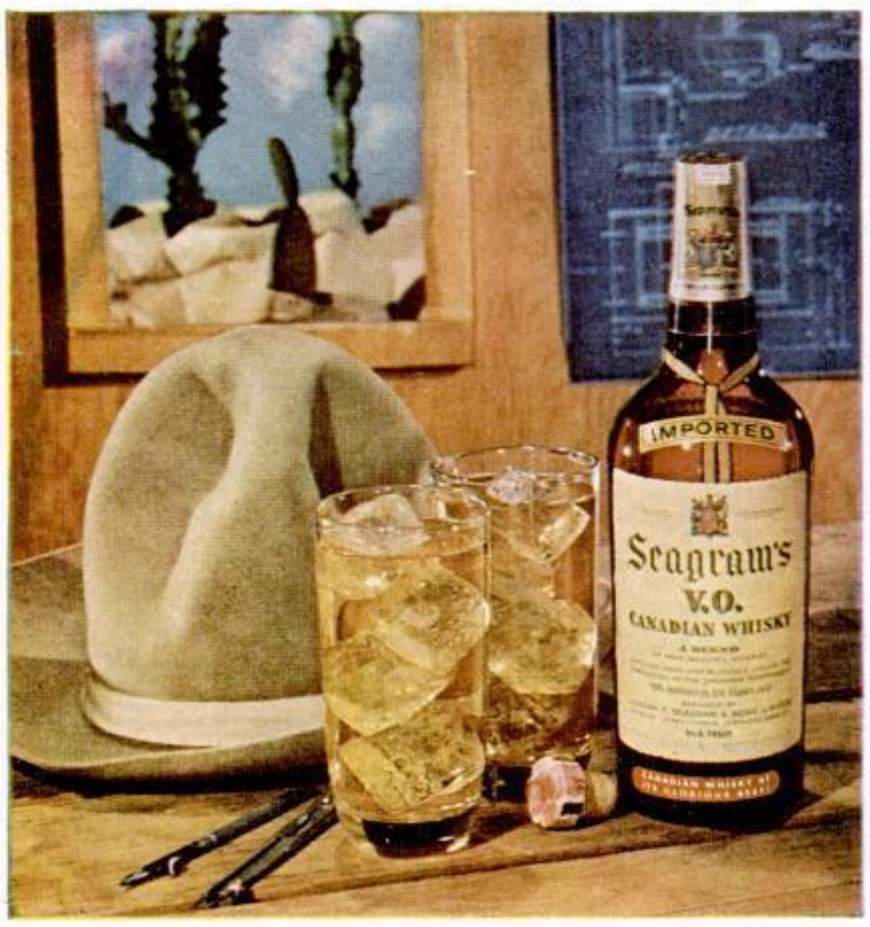
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Do you have trouble getting back your appetite after illness? Do you get discouraged because you're not regaining strength and energy as quickly as you should?



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Start drinking Horlicks Malted Milk today. See if it doesn't help you, as it has helped thousands, "get on your feet" faster. Get the one-pound jar from your druggist. Horlicks Corporation, Racine, Wis.





WASHING EACH OTHER'S HAIR is a weekly ritual. Every night they pick their joint costume for the next day, settling arguments by flipping a coin.



IN THEIR BEDROOM the girls do some hopeful homework, rehearsing lines from a movie script. In identical nightgowns, they sleep in twin beds.



SAYING THEIR PRAYERS is another ritual which the twins, devout Catholics who attended several convent schools in Canada, always do together.

Dream Puff



I've stuffed my pipe with mixtures
and I've tried to "blend my own,"
I've smoked a lot of fancy brands
and some that were unknown,



Until one day, not long ago,
I ran across a friend
Who handed me his Edgeworth pouch
and said: "Here, try this blend!"



Well, glory be! I took one puff—
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My search, at last, was ended
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Edgeworth's own "Seal Pak" is a handy, wrap-around pocket pouch, heat-sealed, airtight. Easier to fill pipe. No pocket bulge. Moisture-guard lining guarantees freshness to last satisfying pipeful.

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America's Finest Pipe Tobacco

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SPASO HOUSE RECEPTION ROOM is dominated by this elaborate crystal chandelier, has a balcony on three sides. It was built originally for a grand ballroom, but is used now only for occasional informal parties. Here Mrs. Smith, the wife of the Am bassador, confers with Spaso No. 1 Boy Chin Pao-fang on plans and menus for the dan

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SOVIET GUARD KEEPS THE CURIOUS AWAY FROM SPASO'S BIG GATEWAY

Life Visits Spaso House

Moscow mansion built for a tycoon's mistress is now a businesslike embassy for the U.S.

The U.S. ambassadors to the Soviet Union live in an ugly, stucco, gray Moscow mansion built in 1914 by a pleasure-loving czarist sugar tycoon for his mistress. The official embassy residence since 1934, Spaso House (*above*) has become a familiar name to most Americans, but few know what it looks like. When LIFE Photographer Thomas McAvoy visited Spaso recently he found it a strange amalgam of old Russia, new Russia and Grand Rapids.

A Moscow legend says Spaso's builder died just before the revolution on the balcony of the grand reception hall (*opposite*). True or not, he left Spaso crowded with rococo furniture (*right center and p. 146*). Ambassador Joseph Davies' heiress wife scrapped some of it, had the house redecorated. Now, with the tenancy of Lieut. General Walter Bedell Smith, Spaso's 17 rooms reflect the continuing struggle for comfort.

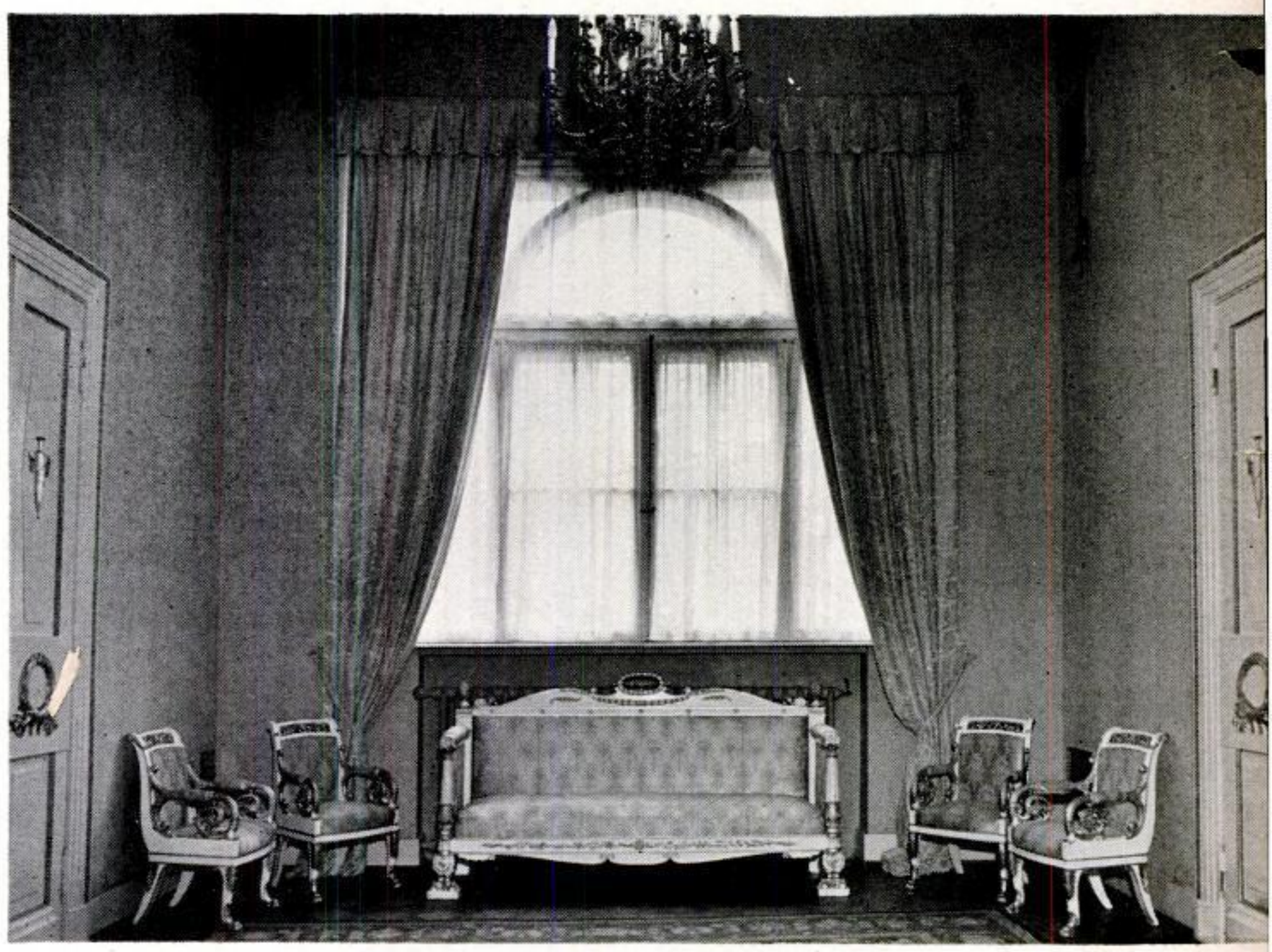
The house, about a mile from the Kremlin, is named for the street fronted by its one-acre plot. It contains 8 bedrooms, 5 sitting rooms, 13 bathrooms but only 9 tubs. Fun-loving Ambassador William Bullitt added a ballroom to one wing. Work-loving Ambassador Smith uses it for offices. The Davies' brought 25 iceboxes full of frozen foods to Spaso. But optimistic "Beetle" Smith is managing to live off the land.



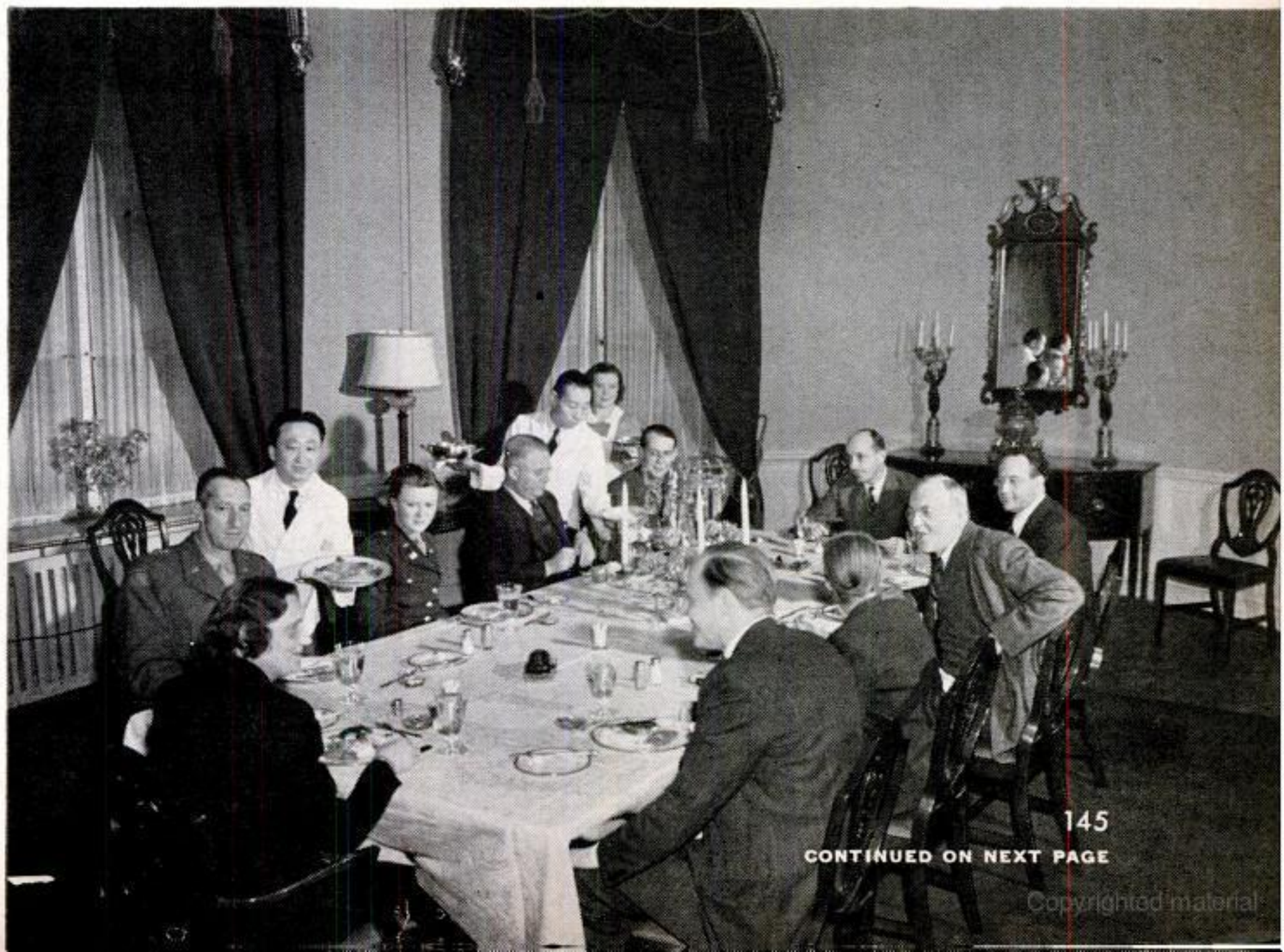
ENTRANCE IS GUARDED at all times. Here General Mark Clark, arriving for a meeting on Austria, pauses to chat in the pillared Spaso House hall.



SITTING ROOM was occupied during Moscow Conference by Secretary of State Marshall, who is shown above writing at desk. Marshall often dined alone here, liked the casual arrangement of the furniture, which contrasts with the balanced décor of the Spaso anterooms (*below*).



DINING ROOM (*below*), seating up to 30, is used for a modest party by U.S. conference delegates. Mrs. Smith is hostess to General Clark (*left*) and Robert Murphy (*on her right*). Advisers John Foster Dulles and Ben Cohen are at the extreme right. Ambassador Smith was not present.



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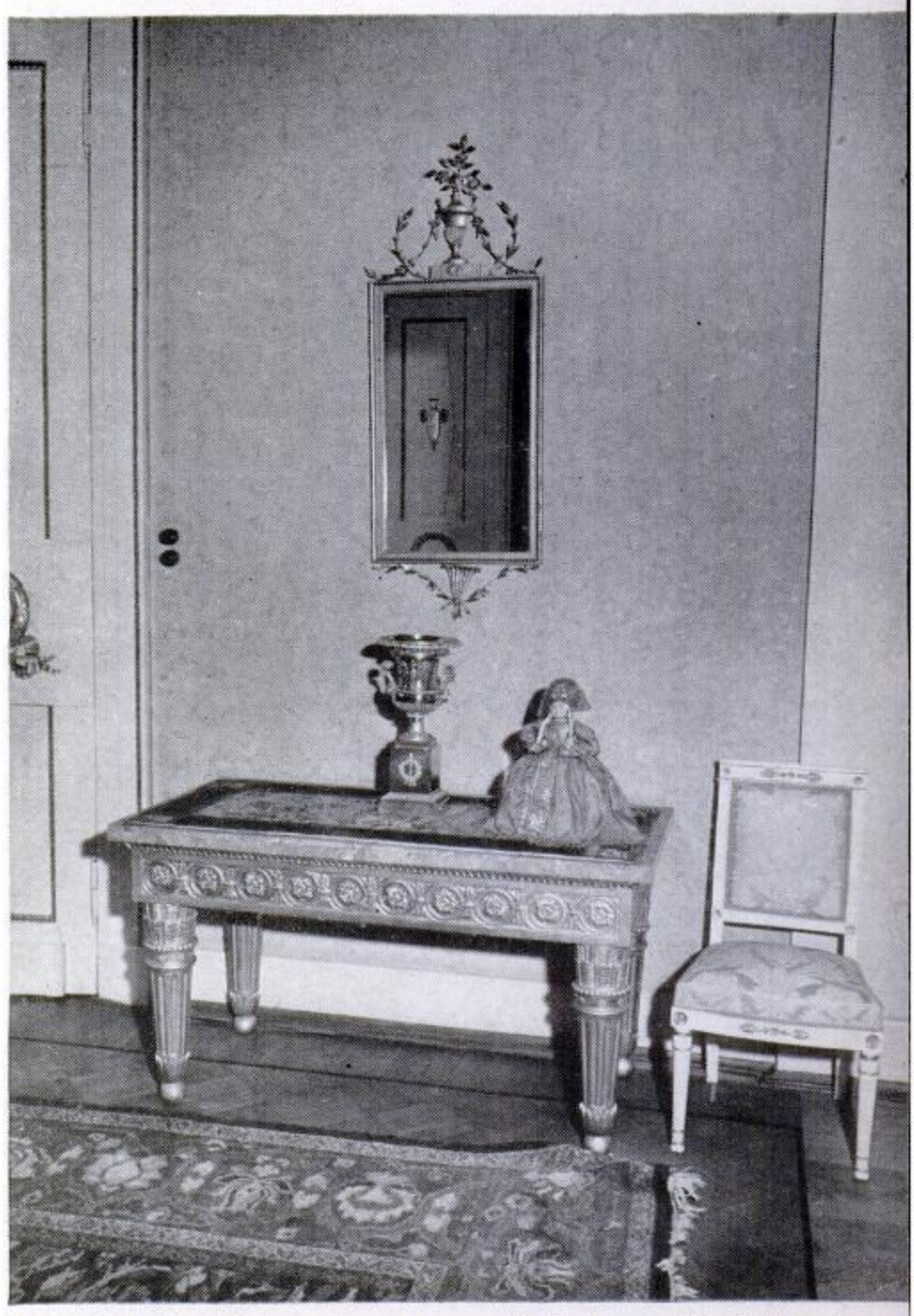
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GIMCRACKERY like this cabinet characterizes old furniture. Figures inside are called "Dumbob" toys for the town in Russia where they were made



ROCOCO side table in cardroom came with the house. The doll has human hair, can be used as a decoration or doorstop. Such dolls are a Moscow fad

CONTINUED ON PAGE 14

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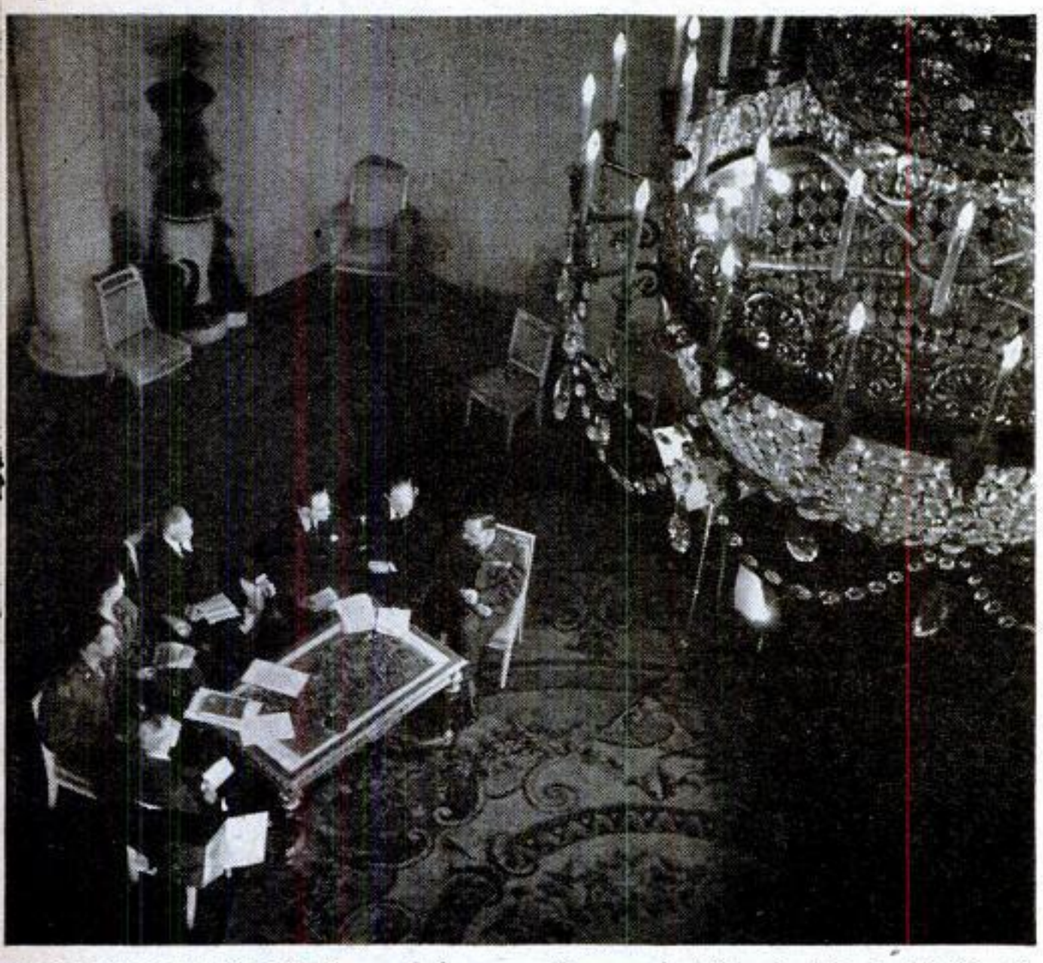
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Spaso House CONTINUED



RECEPTION ROOM is used for a conference briefing by Marshall (*fourth from right*), who is clarifying a few points for General Lucius D. Clay (*right*).



KITCHEN is operated by China-born No. 1 Boy Chin Pao-fang, who sorts napkins while his Russian wife (*right*) and No. 2 Boy Teng Yu-lin look on.



SPASO HOST is top-hatted Ambassador "Beetle" Smith (*center*), shown here with Mrs. Smith and his old U.S. Army boss, General George C. Marshall.

The odds **AGAINST** talking a cop out of giving you a ticket are **12** to **1**



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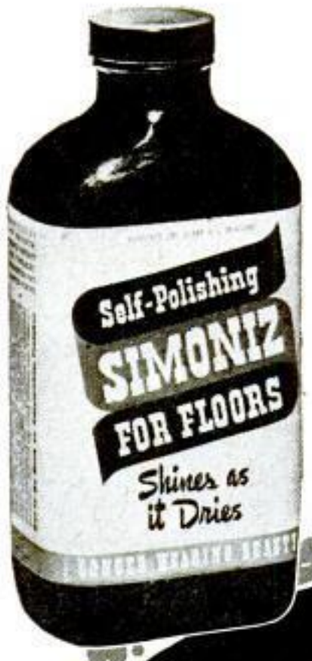
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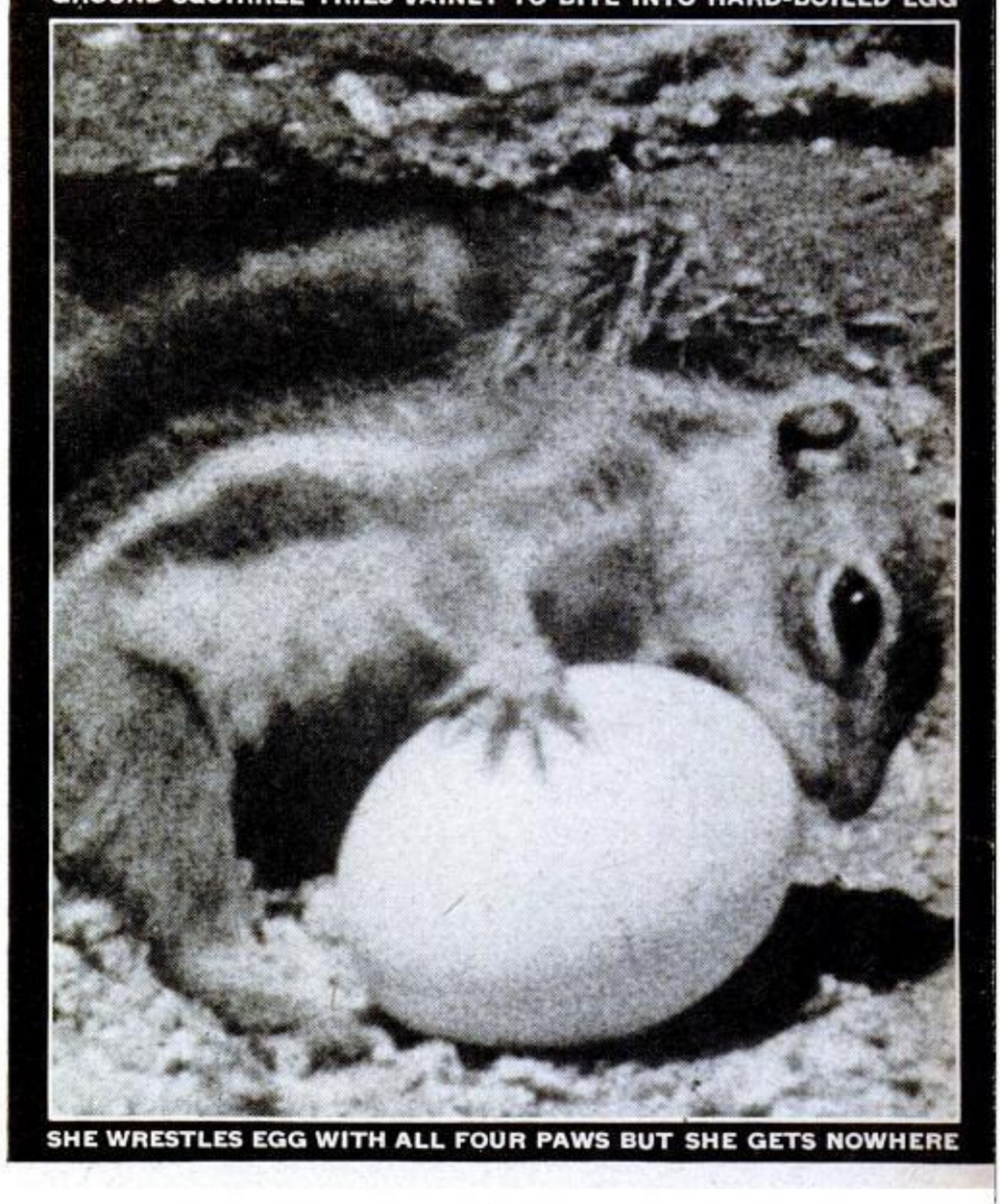
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GROUND SQUIRREL TRIES VAINLY TO BITE INTO HARD-BOILED EGG



SHE WRESTLES EGG WITH ALL FOUR PAWS BUT SHE GETS NOWHERE

SQUIRREL & EGG

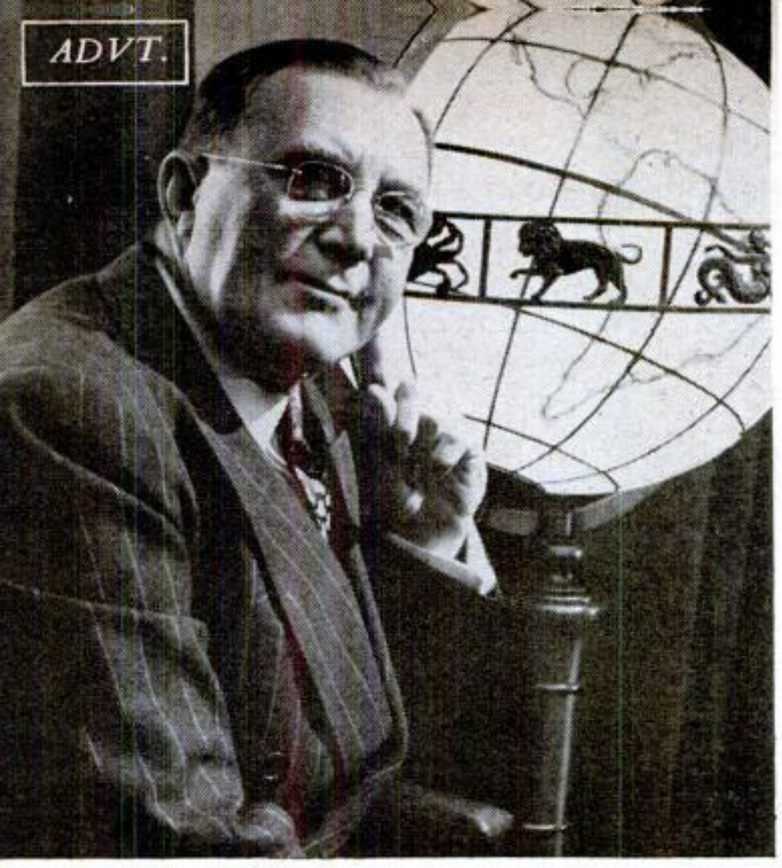
Strategy pays off when shell proves too tough

A ground squirrel, residing near Tucson, Ariz. and busy with a nest full of babies, stumbled over a hard-boiled egg in the desert. The egg had been planted there as a lure by a photographer who was trying to get motion pictures of the habits of some local desert birds. The squirrel promptly took charge of the egg and spent most of the next four days wrestling and biting it in a vain attempt to crack the shell. Unable even to dent it, she cleverly retreated to give an interloping Palmer's thrasher a chance at it. For what happened next, turn the page.

CONTINUED ON PAGE 152

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6 OF 140,000,000 OF US

The May issue of FORTUNE is dedicated to the proposition that: U. S. Production-through-Enterprise must be a co-signer of Peace...Peace not alone *with* Russia . . , but *in* India *among* the Indians . . . *in* China *among the* Chinese . . . and *in* Greece *among* the Greeks.

Peace rests on a better-fed, better-housed, and better-clothed world; and that rests, in turn, on the volume and example of American Productivity.

That's the business of these six men whose stories are told in FORTUNE.

- *One's a man from Cleveland, known to few outside Ohio. Yet, he's one of the biggest industrialists in the U. S. Among other things, he's in coal, with the best mines in the world. But he's spending millions to revolutionize himself right out of the coal business as we know it, and to put a stop to the calamitous waste of this No. 1 national resource.*
- *There's another man from Cleveland, who, in contrast, is almost as well known as Bob Feller. He's a railroad man—the most controversial figure in industry today. He, too, wants to revolutionize his business. His maverick flair for publicity is focussing U. S. interest on the streamlining of railroad service.*
- *In Schenectady, there's no revolution in the offing. But a new industry is being born. From the magic synthetic Silicones, a new stream of products will soon be flowing into your home and into your work. The commercial co-parent of this fabulous discovery was an able citizen during the war, a man now at the head of one of the great U. S. "Peace Production Boards."*
- *In New York, there's a Houston boy now grown up to be head of the biggest oil company in the world. Largely in his hands is the eventual expenditure of almost a billion dollars by his and other oil companies in the greatest single experiment American business has ever made—extending to a foreign country the permanent benefits of democratic capitalism.*
- *In Providence, there's another man who has nurtured a textile war baby into one of the few giants in the industry. He's built a sound family of mills through the rescue of weak sisters. And the result is a new pattern for industry in terms of immediate efficiency and eventual cost.*
- *And finally, in Detroit, a young man, not yet in his thirties, has decided to rebuild a billion-dollar company. It was built by his grandfather, regarded by many as the greatest industrialist who ever lived. And yet this young man is scrapping many of the company's old policies, old methods, and top personnel. Risky—but if he brings it off, the achievement will rival his grandfather's.*

Each of these stories, in the May FORTUNE, is the story of a man who believes that enterprise is the secret of U. S. Productivity. But he believes more than that—he believes it's important to sustain and improve the system that makes enterprise possible and profitable. For it's a matter of black or red, not only in the books of corporations, but in the final ledger of our own democratic capitalism.

Call it by any name you choose—belief in enterprise, the American way of life, or capitalism at work in a democracy. Whatever you call it, it's the way we built this country, and won two world wars. It's the way of life you contribute to in your job, that pays your salary, that promises you the chance, and sustains the hope of progress.

Today, we are being challenged—not only by another system, but by the pure fact of misery throughout the world. And America's answer is your answer. It's in part, political, and in part, economic. The political part you activate through your belief, your vote, your government. But proving to ourselves and to the world, by example and by goods, that our way of doing things will sustain the peace—that's the business of the Holmans, the Fords, the Youngs, the Humphreys, the Littles, the Wilsons . . . and you. Their business and your business is making our system work . . . because the only continuing peaceful answer to challenges from abroad is the continuing success of our system at home.

That is the story that FORTUNE tells each month—the story of Enterprise at work in a Democracy, that works not for the few, but for the many. That is the Peace of Productivity-through-Enterprise—in which you and all of us have a daily part and a responsible share.

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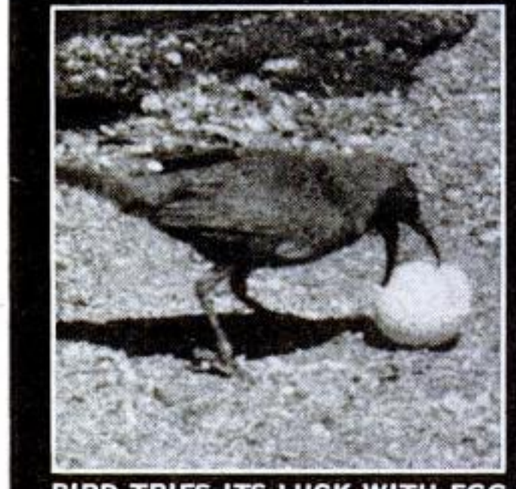
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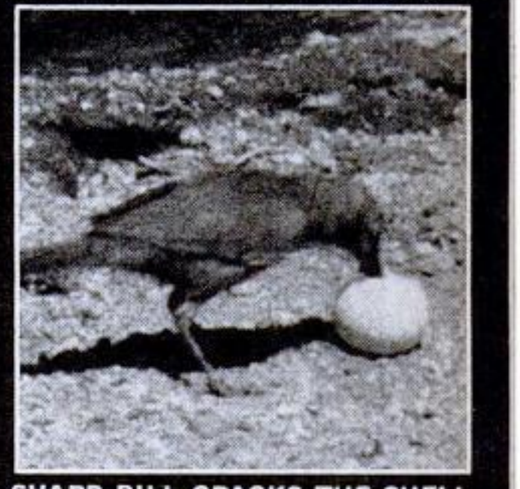
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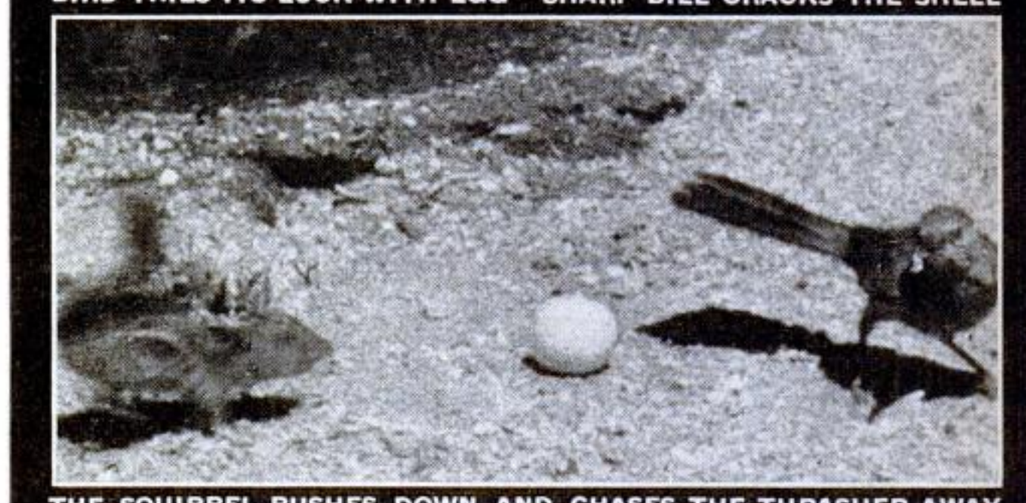
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